11/25/80 C 3475-1

How to assign data processing priorities—*Page 22*

PROFITABLE FACTS, TRENDS, IDEAS, PRODUCTS FOR THE GROCERY INDUSTRY

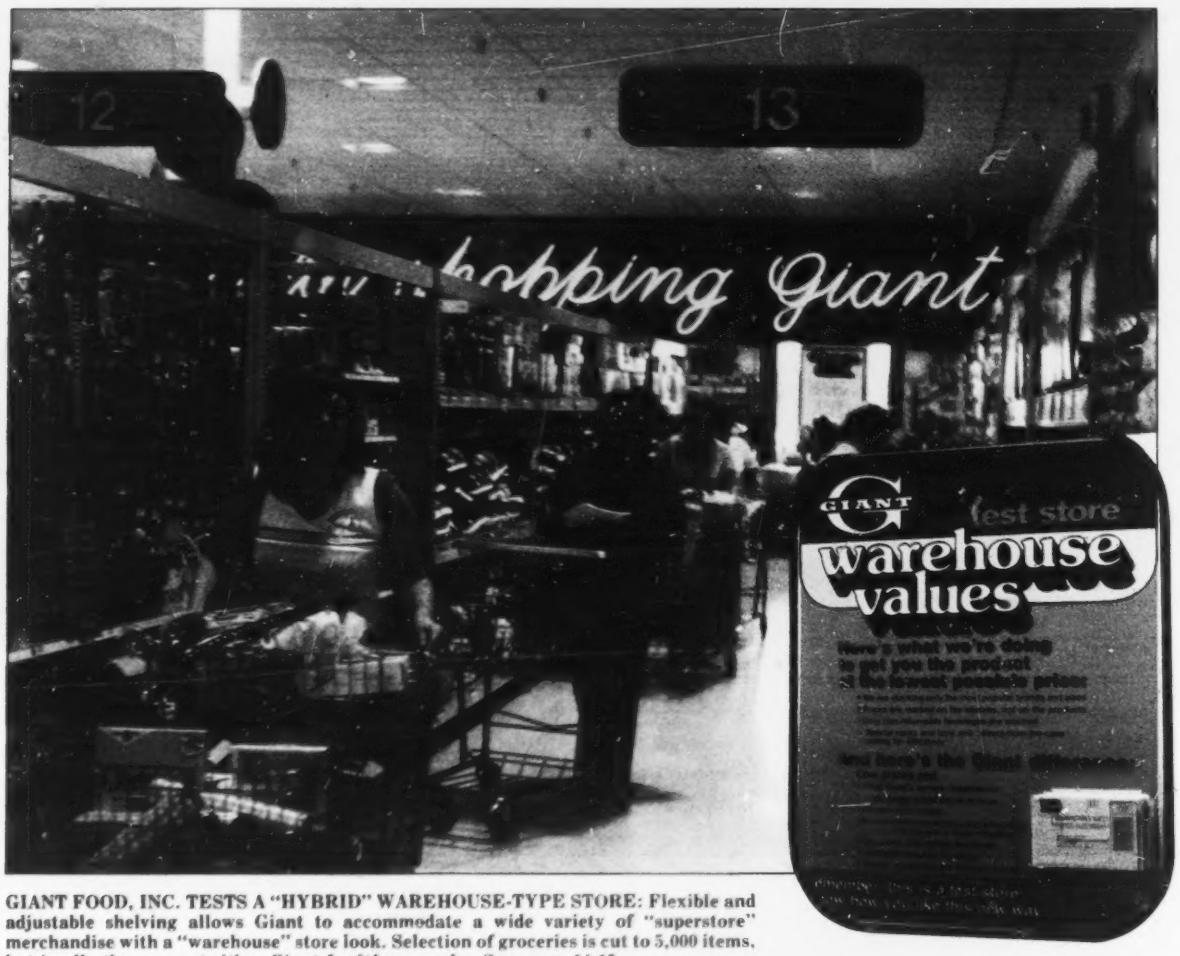
Supermarket Business

FORMERLY SUPERMARKETING

Inside this issue...

- **Remodel? Expand? Relocate? How to Decide —Page 24**
- **20 Merry Ideas For Happy Sales—Page 20**
- **Consumers Drink 400 Soft Drinks Each—Page 6**

NOVEMBER, 1980



GIANT FOOD, INC. TESTS A "HYBRID" WAREHOUSE-TYPE STORE: Flexible and adjustable shelving allows Giant to accommodate a wide variety of "superstore" merchandise with a "warehouse" store look. Selection of groceries is cut to 5,000 items, but in all other respects it's a Giant food/drug combo. See pages 14-15.

Generics Still Gaining, Says SAMI Data

by Ken Partch, editor

Generic labels are selling briskly in this recession year of 1980, and show no signs of having reached a plateau, either in terms of market share or in total sales.

In addition, according to a new study by Selling Areas Marketing Inc. (SAMI), the plain wraps continue to grow in the number of new categories now offering them, and in the number of food operator warehouses carrying them.

When it comes to market share, or

See pages 9-12 for share gains and performance comparisons

market penetration, both regular private labels and brands are showing losses, while generics are gaining.

And, for the first time since SAMI began its analysis of generic label performance in 1978, generic penetration gains are coming more from the "all other brands" segment of the reportable dry grocery-food categories than from "regular private labels," as SAMI classifies these segments of the total category performance.

It should be pointed out, however, that most generics perform best in commodity-type categories, whereas most brands offer a much broader mix of sizes, flavors and specialty-type products.

Rising prices are also an underlying factor giving generics greater appeal

■ *Continued on page 8*

Data Without Scanner Is Minicomputer Goal

by Robert D. Rauch, assistant editor

An affordable, easy-to-use minicomputer system is being developed by Connecticut food wholesaler Bozzuto's Inc. to help its retailers compete more effectively with large supermarket chains.

The system will permit the grocers to store and use a wide range of sales, financial and product data. Capabilities also include extensive evaluation of vendor activities and an advertising planning system—features that can give the retailer greater control over costs in these areas.

Used properly, the system can add from one-half to one percent to a store's grocery gross profit, claims Donald Zagar, vice president and director of management information service for Bozzuto's.

The cost savings would result from more complete and immediate knowledge of retail sales volume, wholesale costs and advertising effectiveness. Although scan data would add even more detail on sales of individual products, the system is designed mostly for retailers whose volume does not justify the tremendous cost of scanning equipment.

These savings, Zagar says, will pay for the equipment and related service contracts in less than two years on grocery volumes as low as $25,000 per week. The total system package is designed to cost the retailer about $10,000, says Zagar, who developed the system for the Cheshire (Conn.) wholesaler.

But retailers who choose to rent rather than buy could lease the system for under $100 per week.

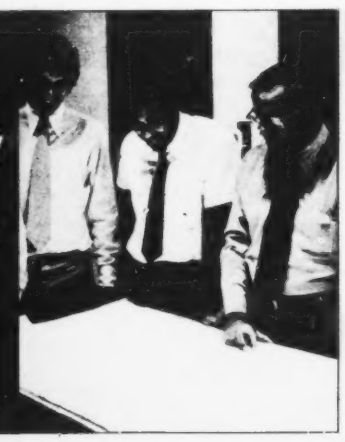
The minicomputer system will provide the grocer with many of the capabilities of Bozzuto's large IBM computer. But the smaller system offers the retailer faster access to data, more flexibility in manipulating it,

■ *Continued on page 16*

3rd
Store Planners'
Equipment Directory

Presenting
twenty pages of what's what
by who's who in
equipment manufacturing
for the grocery industry.

Page 27



SUPERMARKET BUSINESS IS PUBLISHED MONTHLY BY FIELDMARK MEDIA, 1515 BROADWAY, NEW YORK, N.Y. 10036 (212) 869-1300. YEARLY, $26.

In this issue...

Food

Generics Still Gaining in Popularity, According to New SAMI Data 1

Average Consumer Drank Nearly 400 Soft Drinks in '79; Cans Most Popular Package 6

Operations

Data Without Scanner Is Goal of Wholesaler's Minicomputer Package 1

Fingerprinting Thwarts Bad Check Passers In West; Stores Fight 20% Rise in Losses 4

Post-Election Climate, Foodservice, GM To Highlight December NFBA Convention 4

Trading Stamps Prove Good Tool at Publix; Program Expands to 13 Jacksonville Units 4

Stop and Shop 'Pleased' With Price Plan; Stores Average Only $6 in Errors Daily 6

Twenty Merry Ideas Offer Merchandising Hints for Happy Holiday Sales 20

Special Section

Store Planners' Equipment Directory 27

Regular Columns

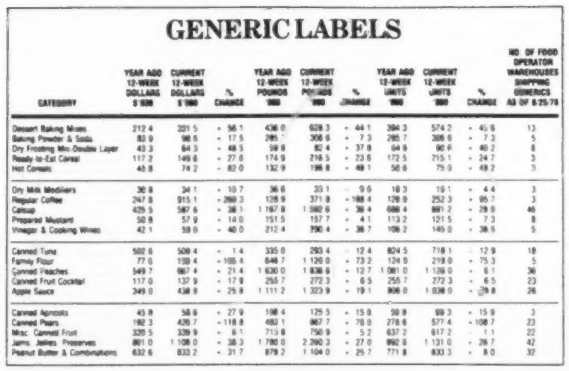
Meeting the Technology Challenge 22

Store Planning 24

New Equipment Products 45

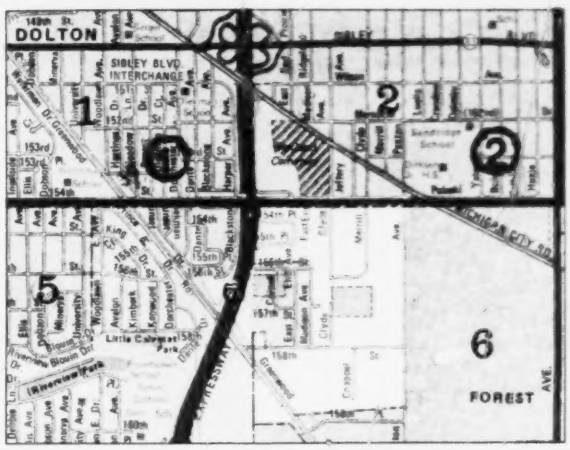
Executive Changes 46

Calendar 46



GENERIC LABELS

CATEGORY	YEAR AGO 12-WEEK DOLLARS $ 000	CURRENT 12-WEEK DOLLARS $ 000	% CHANGE	YEAR AGO 12-WEEK POUNDS 000	CURRENT 12-WEEK POUNDS 000	% CHANGE	YEAR AGO 12-WEEK UNITS 000	CURRENT 12-WEEK UNITS 000	% CHANGE	NO. OF FOOD OPERATOR WAREHOUSES SHIPPING GENERICS AS OF 8.25.79
Dessert Baking Mixes	212.4	321.5	+ 56.1	436.0	628.3	+ 44.1	394.3	574.2	+ 45.6	13
Baking Powder & Soda	83.9	98.5	+ 17.5	295	308.6	+ 7.3	295.7	308.6	+ 7.3	5
Dry Frosting Mix Double Layer	43.3	64.3	+ 48.5	58.8	82.4	+ 37.8	64.5	90.4	+ 40.2	6
Ready-to-Eat Cereal	117.2	149.8	+ 27.8	174.9	216.5	+ 23.8	172.5	215.1	+ 24.7	3
Hot Cereals	43.8	74.2	+ 82.0	132.9	196.8	+ 48.1	50.8	75.0	+ 48.2	3
Dry Milk Modifiers	30.8	34.1	+ 10.7	36.8	33.1	- 9.8	18.3	19.1	+ 4.4	3
Regular Coffee	247.8	915.1	+ 269.3	128.9	371.8	+ 188.4	126.9	252.3	+ 95.7	3
Catsup	425.5	587.9	+ 38.1	1 167.8	1 582.6	+ 35.4	686.4	881.2	+ 28.8	46
Prepared Mustard	50.8	57.9	+ 14.0	151.5	157.7	+ 4.1	113.2	121.5	+ 7.3	8
Vinegar & Cooking Wines	42.1	58.0	+ 40.0	212.4	290.4	+ 36.7	109.2	149.0	+ 36.5	5
Canned Tuna	582.6	509.4	- 1.4	335.0	293.4	- 12.4	824.5	718.1	- 12.9	18
Family Flour	77.6	159.4	+ 105.4	648.7	1 120.0	+ 72.2	124.9	219.0	+ 75.3	5
Canned Peaches	549.7	667.4	+ 21.4	1 630.0	1 638.6	+ 12.7	1 061.0	1 126.0	+ 6.1	36
Canned Fruit Cocktail	117.0	137.9	+ 17.9	255.7	272.3	+ 6.5	255.7	272.3	+ 6.5	23
Apple Sauce	349.0	438.9	+ 25.8	1 111.2	1 323.9	+ 19.1	806.0	1 036.0	+ 28.8	26
Canned Apricots	45.8	58.6	+ 27.9	198.4	129.5	- 15.9	58.9	69.3	+ 15.9	3
Canned Pears	182.3	426.7	+ 118.8	483.1	867.7	+ 79.0	278.6	577.4	+ 108.7	23
Misc. Canned Fruit	328.5	329.9	+ 0.1	713.9	750.9	+ 5.2	637.2	617.2	- 1.1	22
Jams, Jellies, Preserves	801.0	1 108.0	+ 38.3	1 780.0	2 260.3	+ 27.0	992.6	1 131.0	+ 26.7	42
Peanut Butter & Combinations	632.6	833.2	+ 31.7	879.2	1 104.0	+ 25.7	771.8	833.3	+ 8.0	32



Editor's View

Tired of talk of the future?

by Ken Partch

Futurology is big business these days, with hardly an institution worthy of the name without its own think tank or at least access to an econometric model or two. Even the government does it, and you know what its record with the future has been. Nobel prizes are awarded to inventors of these models, which cannot tell us whether we are in a recession, have been, or are now out. We are either at the bottom, on the upside, or about to be on what may have been one of the shortest-lived dips in the economic curves ever witnessed—assuming it ever happened.

What's so amazing about this growth of futurology business is that its performance, if measured in terms of predicting the future accurately, is so dismal. The Bureau of Census can't even predict the population. What it does is give you a series of "fertility" curves and says take your pick. We were still building schools and hiring batches of teachers for secondary and elementary schools when suddenly we began having a lot of empty seats. The airlines had built those enormous fuel-guzzling widebodies when suddenly there was a shortage of fuel to run them and a shortage of passengers to ride in them.

Sometimes business gets so annoyed with the future, that, like the auto industry, it says: "God damn it, the problem is those damn foreign cars that everybody's buying." It's like Yogi Berra's evaluation of the future of a well-known restaurant: "It's so crowded, nobody goes there anymore."

And so it is with the food business. It wasn't too long ago that if you asked any number of supermarket operators what they thought of the future in terms of products or stores that a vast majority would have told you that the future was in superstores, and that generic labels would never amount to a hill of beans—generic or otherwise.

Well, if the incipient future can be found in tiny indices of trends in the present (and sometimes it can), then one should monitor the growth curves of generics and the many varieties of warehouse and limited assortment stores carefully. In this issue, SAMI reports that generic labels have yet to

■ *Continued on page 5*

Supermarket Business

Publisher: **Jeffrey Schaeffer**
Editor: **Kenneth P. Partch**
Managing Editor: **Carol Fensholt**
Associate Editor: **Peggy Odenbach**
Assistant Editor: **Robert Rauch**
Management Editor: **Daniel J. Bartz**
Meat Editors: **John J. Francis, Kenneth Johnson**

Store Engineering Editor: **Jay Forrester**
Technology Editor: **Richard Shulman**
Creative Director: **Howard Klein**
Circulation Director: **Susan Toth**
Production Manager: **Laura Delaney**
Associate Publisher: **M. Joseph Walsh**
Advertising Sales Manager: **Tino De Carlo**

Advertising Representatives:

New York: Tino DeCarlo, advertising sales manager, **Joe Barber,** eastern manager; **Allan C. Brown,** Fieldmark Media, Inc., 1515 Broadway, New York, NY 10036 (212) 869-1300

Chicago: Bill Loeb, midwest manager, Fieldmark Media, Inc., 3525 W. Peterson Ave., Chicago, Ill. 60659 (312) 463-1102

Cleveland: M. Joseph Walsh, 24800 Chagrin Blvd., Cleveland, OH 44122 (216) 464-0471

West Coast: Sue Marritt, Fieldmark Media, Inc., 16200 Ventura Blvd., Encino, CA 91436 (213) 788-0271

Corporate Staff:

Fieldmark Media, Inc.
President—**Jeffrey Schaeffer**
Business Manager—**Eric Braunstein**
Administrative Manager—**Catherine Cahill**

BPA

SUPERMARKET BUSINESS Magazine (USPS 833-200) is published monthly by Fieldmark Media, Inc., 1515 Broadway, New York, N.Y. 10036. Telephone (212) 869-1300. Circulated free of charge to grocery retailers and wholesalers. All other U.S. and Canadian subscriptions, $26 per year. Foreign subscriptions $40. Single copies $3 except Consumer Expenditures Study (September issue) $10 per copy. Controlled circulation postage paid at Pontiac, Ill.

BEST AVAILABLE COPY

Average Consumer Drank Nearly 400 Soft Drinks in 1979; Cans Remain Most Popular Container, Winning 42.5% of Sales

American consumers drank an average of 399.6 12-ounce containers of soft drinks per capita in 1979, as unit sales rose 3.4 percent. Total gallons consumed climbed 5.0 percent per capita.

Cans were the most popular container, comprising 42.5 percent of sales, followed by refillables (33.8 percent), plastic bottles (14.6 percent) and one-way glass bottles (9.1 percent).

These highlights are from the National Soft Drink Association's 1979 sales survey of the soft drink industry. The annual survey also reviews trends in bulk and packaged sales, flavor mix and distribution. Regional analysis of soft drink trends is also provided.

Although soft drink sales growth has slowed somewhat from previous years, marketing of new or modified products has helped the industry broaden its consumer base, says NSDA's Kenneth A. Doyle, manager, state and local affairs.

"There's been a shift in the preference of the American people from hot, heavy beverages to lighter beverages," Doyle reports.

Popularity of beverages such as club soda and sparkling water is one example of this trend, Doyle explains.

"Packaging innovations have also helped soft drink sales in food stores," Doyle says. "The two-liter plastic bottle has helped people take a lightweight container with a lot of product home with them," he adds.

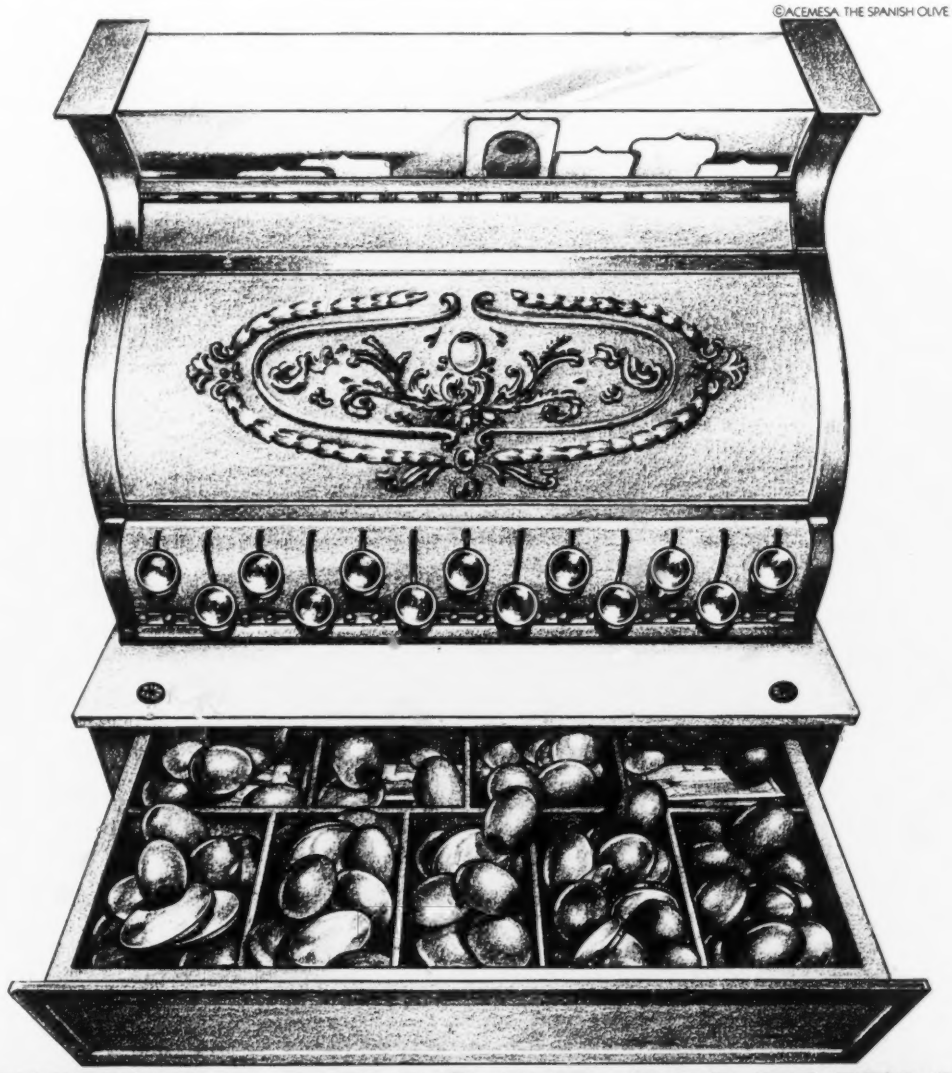
Another trend Doyle observes is the growing availability of non-carbonated beverages from soft drink bottlers. These drinks are coming on strong to compete with their canned rivals on supermarket shelves, he says.

SOFT DRINK SALES BY FLAVOR—1979

Regular	**(86.6%)**
Cola	60.6%
Lemon-Lime	13.9
Pepper Type	6.7
Orange	3.9
Root Beer	2.6
Non-Carbonated	1.5
Grape	1.4
Ginger Ale	.8
Other	8.6
Diet	**(13.4%)**
Cola	58.3%
Lemon-Lime	18.1
Other	23.6

COLA IS STILL KING of soft drinks, but flavors such as lemon-lime are growing according to 1979 soft drink survey.

©ACEMESA THE SPANISH OLIVE COMMISSION



THEY'LL RING UP AN EVEN BIGGER PROFIT THIS YEAR.

At 30.8%, the average gross margin on pimiento-stuffed green olives from Spain is even higher than before. Spanish Stuffed Green Olives make a big impact on your profits, especially during the holiday season when demand is at a peak.

It Pays To Display

86% of the people who buy green olives do it on an impulse. So even simple displays—posters, recipe sheets, or shelf reminders—make it easier for you to enjoy the extra holiday profits you earn with Spanish Stuffed Green Olives.

Win A Vacation In Spain

Another good reason to display Spanish Stuffed Green Olives is our "Fiesta Sevilla II" retail display contest. Display them for at least a week between Nov. 1 and Dec. 15, 1980. Then send us a picture of your display, no larger than 8" x 10", and you could win a ten-day vacation for two in Spain. Or $2,500.

For an official entry kit write Spanish Green Olive Commission, Room 1800, 866 Third Ave., N.Y., N.Y. 10022. Or ask your Spanish Olive representative.

Display Spanish Stuffed Green Olives and see how easy it is to turn olive green into American green all year long.

SPANISH OLIVES

The Best Olives In The World

Stop & Shop 'Pleased' With Price Program

Several weeks into its new "price accuracy guarantee" program, Stop & Shop Supermarket Company said it was "pleased" with the results of the program so far.

Under the program, any customer who discovers an item marked higher than the advertised sale price is given one free unit of that item on the spot.

Larry Parnell, Stop & Shop's public relations director, said the chain's 146 supermarkets had each been averaging only about $6 a day in free items to shoppers. "We feel that's a pretty good percentage," Parnell said.

The PR director said the company, which operates stores in New York, New Jersey and New England, had undertaken the new policy after research showed that price accuracy ranked second only to value for the dollar in terms of importance to consumers.

The new program broke the week of August 24 with heavy radio and television advertising, plus a centerfold banner headline in the chain's four-page newspaper advertising insert.

Parnell said the heavy advertising and publicity given to the new policy had made consumers highly sensitive to any discrepancies between advertised prices and shelf prices. He said they were checking all prices "very carefully." Stop & Shop features about 200 weekly specials out of the 12,000 to 20,000 items that each of its stores carries.

Industry reaction to the new policy has been one of "surprise," Parnell said, since none of Stop & Shop's stores are equipped with scanners. "We're strictly depending on the caliber of our employees" to keep prices accurate, he said. ■

Generic Labels: Commodity-type Products Selling Best

Generics' steady food share gains are now coming at the expense of brand items; among non-foods, regular private label is most affected by plain wraps' persisting popularity with penny-pinched shoppers.

■ *Continued from page 1*

as the price spread between brands, private labels and generics continues to widen.

This is not to say that every generic label category performs equally well. Among the 59 reportable dry grocery-food categories covered in the report, for the 12-week period ending May 2, 1980, as compared with a year ago, for a constant base of food operators, eight categories of generic labels suffered losses in market share of at least two share points for the current period. These categories are charted below:

Category	Generic Label Share Points Decline Vs. Year Ago
Breakfast Drink Mixes	– 20.8
Canned potatoes	– 10.5
Canned wax beans	– 5.9
Pepper	– 4.5
Single strength juice drinks	– 2.5
Canned beets	– 2.5
Grapefruit juice	– 2.3
Apple juice	– 2.2

No Imminent Demise

Nevertheless, those who predicted an early demise for generic labels will have to wait longer, it seems, as generics take on more than a flash-in-the-pan pattern of performance.

For the 59 food categories combined, generic labels showed gains in dollar volume, pounds and units for the first quarter of 1980.

In dollar volume, generics were up 30.1 percent in the combined total, while pounds increased 20.9 percent, and unit sales were up 19.1 percent.

These gains are impressive when compared with regular private labels (excluding generics) and "all other brands," as termed by SAMI.

Private labels showed dollar volume increases of only 3.4 percent, while "all other brands" increased dollar sales by 7.3 percent.

However, actual product movement in terms of pounds and units shows that regular private labels declined by 0.7 in pounds "all other brands" performance was flat in pounds, while private labels and brands both declined in unit sales, 0.3 percent and 1.7 percent, respectively. (*See Table I.*)

Share of market figures tell a similar story. For the 59 dry grocery-food categories combined, generics increased their market share in all measures of performance—dollar volume, pounds and units.

Both regular private labels dropped 0.3 percent, while brands dropped 1.6 percent, in share. Generics showed a gain in unit share of 1.9 percent, during the current period.

Thus, for the first time since 1978, generic labels' share has increased at the expense of "all other brands" share—rather than the private label share—(*See Table II*) although both have suffered.

Price Difference Key

Price differentials undoubtedly are connected to the increasing gains in market share for generics. During the 12-week 1980 period, prices of generic labels were 42.3 percent below prices of "all other brands," while regular private labels were 34.8 percent below brands.

The number of supermarket operators handling generics since the 1978

■ *Continued on page 11*

Here's How to Interpret SAMI's Data on Generics

The SAMI report on generic label performance is prepared in two separate phases: **Phase I** is a constant base, **Phase II** is cumulative and current. **Phase I**, a constant base of food operators is compared for a limited number of generic labels which are reportable for a full year, and for a similar reporting period a year ago.

This constant base was established for the 12-week period ending in this period and one year ago.

This phase of the report provides an accurate comparability in terms of category-by-category performance and share of market among the same food operators for both years.

Phase II reports the current generic performance for the total universe of generic labels which were reportable for a full year, regardless of the number of operators reporting. In this phase there were 92 reportable dry grocery—food categories and 27 non foods categories which were tracked for a full year. Naturally, the number of food operators reporting is variable for individual product categories.

SAMI is now tracking 20 frozen food categories and nine refrigerated product categories with generics. Refrigerated meat categories were not monitored by SAMI until September, 1979. Naturally, the number of food operators reporting again is variable for individual product categories.

The complete SAMI Special Report on Generic Labels is available by writing on company letterhead to: Alan B. Miller, Jr., vice president, Sales Services, SAMI, c/o SUPERMARKET BUSINESS 1515 Broadway, New York, N.Y. 10036.

BEST AVAILABLE COPY

SPECIAL SAMI STUDY
PENETRATION & TRENDS
OF GENERIC LABELS

12-WEEK COMPARISON OF VOLUME vs. YEAR AGO
PERIOD ENDING MAY 2, 1980 vs. MAY 4, 1979

CONSTANT BASE

CATEGORY	GENERIC LABELS									NO. OF FOOD OPERATOR WAREHOUSES SHIPPING GENERICS AS OF 8/25/78	REGULAR PRIVATE LABELS									ALL OTHER BRANDS								
	YEAR AGO 12-WEEK DOLLARS $'000	CURRENT 12-WEEK DOLLARS $'000	% CHANGE	YEAR AGO 12-WEEK POUNDS '000	CURRENT 12-WEEK POUNDS '000	% CHANGE	YEAR AGO 12-WEEK UNITS '000	CURRENT 12-WEEK UNITS '000	% CHANGE		YEAR AGO 12-WEEK DOLLARS $'000	CURRENT 12-WEEK DOLLARS $'000	% CHANGE	YEAR AGO 12-WEEK POUNDS '000	CURRENT 12-WEEK POUNDS '000	% CHANGE	YEAR AGO 12-WEEK UNITS '000	CURRENT 12-WEEK UNITS '000	% CHANGE	YEAR AGO 12-WEEK DOLLARS $'000	CURRENT 12-WEEK DOLLARS $'000	% CHANGE	YEAR AGO 12-WEEK POUNDS '000	CURRENT 12-WEEK POUNDS '000	% CHANGE	YEAR AGO 12-WEEK UNITS '000	CURRENT 12-WEEK UNITS '000	% CHANGE
Dessert Baking Mixes	212.4	331.5	+ 56.1	436.0	628.3	+ 44.1	394.3	574.2	+ 45.6	13	417.2	418.0	+ .2%	751.6	702.6	– 6.5%	640.3	604.2	–45.6%	5,403.0	5,789.0	+ 6.8	7,056.2	7,138.9	+ 1.2	6,168.9	6,138.0	– .5
Baking Powder & Soda	83.9	98.6	+ 17.5	285.7	306.6	+ 7.3	285.7	306.6	+ 7.3	5	12.5	5.4	–56.8	39.8	13.6	–65.8	28.1	6.8	–75.8	190.8	232.4	+21.8	361.3	432.2	+19.6	366.3	403.1	+10.0
Dry Frosting Mix-Double Layer	43.3	84.3	+ 48.5	59.8	82.4	+ 37.8	84.6	90.6	+ 40.2	6	31.9	25.4	–20.4	33.5	25.0	–25.4	38.9	29.0	–25.4	172.6	161.3	– 6.5	128.6	110.0	–14.5	160.6	138.3	–13.9
Ready-to-Eat Cereal	117.2	149.6	+ 27.6	174.9	216.5	+ 23.8	172.5	215.1	+ 24.7	3	158.5	193.4	+22.0	196.1	193.0	– 1.6	169.1	169.4	+ 1.8	5,784.0	6,498.0	+12.3	5,171.6	5,220.1	+ .9	5,912.0	5,719.0	– 3.3
Hot Cereals	45.8	74.2	+ 62.0	132.9	196.8	+ 48.1	50.6	75.0	+ 48.2	3	—	—	—	—	—	—	—	—	—	654.4	739.9	+13.1	917.6	889.3	– 3.1	831.6	820.2	– 1.4
Dry Milk Modifiers	30.8	34.1	+ 10.7	36.6	33.1	– 9.6	18.3	19.1	+ 4.4	3	101.8	84.4	–17.1	103.0	72.9	–29.2	66.1	52.2	–20.0	315.4	370.6	+17.5	185.4	283.5	+ 9.8	203.7	221.6	+ 8.8
Regular Coffee	247.8	915.1	+269.3	128.9	371.8	+188.4	128.9	252.3	+ 95.7	3	491.4	448.8	– 8.9	220.3	142.7	–35.2	131.5	78.8	–40.1	7,343.0	8,531.0	+16.2	2,934.9	2,529.1	–13.8	1,822.0	1,708.0	– 6.3
Catsup	425.5	587.6	+ 38.1	1,167.8	1,592.6	+ 36.4	688.4	881.2	+ 28.0	46	833.8	818.8	– 1.8	1,889.7	1,782.8	– 5.7	1,390.0	1,259.0	– 9.4	5,784.0	6,341.0	+ 9.6	10,832.9	11,334.2	+ 4.6	7,304.0	7,129.0	– 2.4
Prepared Mustard	50.8	57.9	+ 14.0	151.5	157.7	+ 4.1	113.2	121.5	+ 7.3	8	41.9	42.8	+ 2.1	109.3	95.9	–12.3	107.7	99.5	– 7.7	511.4	546.1	+ 6.8	834.3	781.4	– 6.3	1,130.0	1,013.0	–10.4
Vinegar & Cooking Wines	42.1	59.0	+ 40.0	212.4	290.4	+ 36.7	106.2	145.0	+ 36.5	5	35.6	45.0	+26.4	146.1	164.4	+12.5	62.1	68.2	+ 9.8	233.6	284.3	+21.7	762.8	858.9	+12.6	451.6	471.8	+ 4.5
Canned Tuna	502.6	509.4	+ 1.4	335.0	293.4	– 12.4	824.5	718.1	– 12.9	18	1,842.0	1,539.0	–16.4	1,059.2	758.6	–27.4	2,357.0	1,714.0	–27.3	12,371.0	13,040.0	+ 5.4	5,917.1	5,585.1	– 5.6	13,811.0	12,988.0	– 6.0
Family Flour	77.6	159.4	+105.4	645.7	1,120.0	+ 73.2	124.9	219.0	+ 75.3	5	196.8	197.6	+ .4	1,463.3	1,061.6	–27.5	262.9	199.9	–24.0	773.7	982.6	+12.7	3,604.5	4,101.0	+13.8	641.4	742.3	+15.7
Canned Peaches	549.7	667.4	+ 21.4	1,630.0	1,836.6	+ 12.7	1,061.0	1,126.0	+ 6.1	36	2,060.0	2,087.0	+ 1.3	5,052.1	4,763.4	– 5.7	3,678.0	3,583.0	– 2.6	2,900.0	2,777.0	– 4.5	6,589.0	5,881.0	–10.7	5,232.0	4,685.0	–10.5
Canned Fruit Cocktail	117.0	137.9	+ 17.9	255.7	272.3	+ 6.5	256.7	272.3	+ 6.5	23	868.3	921.4	+ 6.4	03.3	1,863.4	+ 3.3	1,734.0	1,757.0	+ 1.3	1,512.0	1,419.0	– 6.2	2,883.5	2,557.2	–11.3	2,879.0	2,593.0	–10.0
Apple Sauce	349.0	438.9	+ 25.8	1,111.2	1,323.9	+ 19.1	806.0	1,038.0	+ 28.8	26	711.9	791.1	+11.1	,670.7	2,011.8	+ 7.5	1,305.0	1,288.0	– 1.3	1,948.0	2,027.0	+ 4.1	4,386.4	4,172.7	– 4.9	3,635.0	2,791.0	– 8.8
Canned Apricots	45.8	58.6	+ 27.9	108.4	125.5	+ 15.8	59.8	69.3	+ 15.9	3	124.3	56.6	–54.5	230.8	81.9	–64.5	174.8	83.8	–52.1	14.6	21.7	+48.6	23.0	29.2	+27.0	21.2	28.3	+33.5
Canned Pears	192.3	420.7	+118.8	493.1	867.7	+ 76.0	276.6	577.4	+108.7	23	627.2	584.3	– 6.8	1,198.8	1,043.1	–13.0	1,041.0	905.1	–13.1	576.6	591.9	+ 2.7	1,011.5	997.3	– 1.4	902.5	892.5	– 1.1
Misc. Canned Fruit	320.5	339.9	+ 6.1	713.8	750.9	+ 5.2	637.2	617.2	– 1.1	22	242.4	224.4	– 7.4	542.4	422.3	–22.1	490.7	391.5	–20.2	562.2	555.0	– 1.3	766.5	685.6	–10.6	766.5	700.1	– 8.7
Jams, Jellies, Preserves	801.0	1,108.0	+ 38.3	1,780.0	2,260.3	+ 27.0	892.6	1,131.0	+ 26.7	42	1,618.0	1,778.0	+ 9.9	1,996.3	1,978.4	– .9	1,709.0	1,687.0	– 1.3	5,781.0	6,351.0	+ 9.9	6,754.5	6,821.3	+ 1.0	5,573.0	5,560.0	– .2
Peanut Butter & Combinations	632.6	833.2	+ 31.7	878.2	1,104.0	+ 25.7	771.8	833.3	+ 8.0	32	1,435.0	1,554.0	+ 8.3	1,671.6	1,706.5	+ 2.1	1,042.0	1,071.0	+ 2.8	6,620.0	6,951.0	+ 5.0	6,123.1	6,006.7	– 1.9	4,742.0	4,623.0	– 2.5
Tomato Juice	134.9	155.4	+ 15.2	662.7	750.2	+ 13.2	230.5	260.9	+ 13.2	16	144.9	176.4	+21.7	572.7	657.5	+16.6	291.5	345.1	+14.4	816.6	717.0	–12.2	2,770.1	2,116.5	–23.6	2,392.0	2,041.0	–14.7
Grapefruit Juice	276.6	299.7	+ 8.4	1,332.0	1,192.5	– 10.5	463.3	414.8	– 10.5	10	311.9	442.9	+42.0	1,127.5	1,300.7	+15.4	876.8	1,105.0	+26.0	749.3	850.7	+13.5	2,376.3	2,247.7	– 5.4	2,075.0	1,674.0	–19.3
Apple Juice	171.2	165.3	– 3.5	685.5	629.7	– 8.1	227.0	157.4	– 30.7	5	854.2	730.8	–14.4	2,478.9	2,173.8	–12.3	780.0	699.4	–10.3	1,130.0	1,696.0	+50.0	3,137.0	4,402.1	+40.3	1,480.0	1,790.0	+20.9
Lemon & Lime Juice	134.3	154.9	+ 15.3	481.4	416.1	– 13.2	240.7	209.0	– 13.2	4	—	—	—	—	—	—	—	—	—	209.4	246.3	+17.6	428.5	364.4	–15.0	350.5	321.2	– 8.4
Single Strength Juice Drinks	418.5	540.7	+ 29.2	2,342.3	2,841.0	+ 21.3	834.9	974.7	+ 16.7	7	625.2	492.4	–21.2	3,727.3	3,029.8	–18.7	1,878.0	787.8	–26.9	3,201.0	3,545.0	+10.7	13,091.4	13,479.1	+ 3.0	5,482.0	5,708.0	+ 4.5
Pasta	310.8	489.0	+ 57.3	858.7	1,089.2	+ 26.8	787.8	1,026.0	+ 30.2	15	830.7	943.6	+13.6	1,845.6	1,686.9	– 8.6	1,698.0	1,507.0	–11.2	4,666.0	5,328.0	+14.1	7,701.5	7,313.8	– 5.0	8,652.0	8,236.0	– 4.8
Evaporated & Condensed Milk	176.3	196.4	+ 11.4	436.9	454.1	+ 3.9	482.1	501.1	+ 3.9	4	57.6	72.3	+25.5	122.6	141.4	+15.3	146.7	164.5	+12.1	464.5	443.6	– 4.5	881.0	743.8	–15.6	1,129.0	955.0	–15.4
Coffee Creamers	137.9	280.2	+103.2	163.3	292.8	+ 79.3	118.8	207.7	+ 74.8	11	196.6	190.0	– 3.4	170.0	154.3	– 9.2	182.8	167.7	– 8.3	809.4	869.5	+ 7.4	540.9	524.8	– 3.0	555.2	539.9	– 2.8
Wet Dog Food	280.8	400.2	+ 42.5	1,732.2	2,110.4	+ 21.8	1,816.0	2,250.0	+ 23.9	10	174.8	133.5	–23.6	677.0	465.8	–31.2	687.9	468.3	–31.9	2,947.0	3,115.0	+ 5.7	7,761.1	7,760.6	– .1	8,516.0	8,636.0	+ 1.4
Dry Dog Food	744.8	988.8	+ 32.8	4,755.9	6,113.3	+ 28.5	190.3	244.1	+ 28.3	15	528.1	590.6	+11.8	2,667.4	2,721.3	+ 2.0	209.0	221.8	+ 6.1	7,139.0	8,126.0	+13.8	24,468.9	25,054.8	+ 2.4	2,383.0	2,451.0	+ 2.9
Wet Cat Food	162.1	215.7	+ 33.1	336.8	372.3	+ 10.5	860.1	951.1	+ 10.6	3	33.2	32.9	– .9	57.1	49.6	–13.1	144.9	126.9	–12.4	1,561.0	1,704.0	+ 9.2	2,481.4	2,562.7	+ 3.3	5,338.0	5,495.0	+ 2.9
Pickles	104.7	147.1	+ 40.5	293.9	345.4	+ 17.5	146.4	174.7	+ 19.3	5	178.2	196.6	+10.3	304.7	303.3	– .5	202.7	209.5	+ 3.4	1,083.0	1,170.0	+ 8.0	1,736.2	1,757.7	+ 1.1	1,026.0	1,011.0	– 1.5
Pork & Beans	138.8	195.1	+ 40.6	523.2	676.6	+ 29.3	471.8	621.5	+222.7	30	229.8	225.0	– 2.1	721.1	674.0	– 6.5	568.0	523.6	– 7.8	3,971.0	4,241.0	+ 6.8	10,310.6	10,333.8	+ .2	8,981.0	8,957.0	– .3
Dry Packaged Dinners	370.1	521.8	+ 41.0	767.1	1,036.4	+ 35.1	1,693.0	2,287.0	+ 35.1	37	389.8	397.5	+ 2.0	645.4	556.4	–15.0	1,357.0	1,207.0	–11.1	5,847.0	6,016.0	+ 2.9	5,225.8	5,177.7	– .9	10,510.0	10,120.0	– 3.7
Mayonnaise	508.4	553.2	+ 8.8	1,049.9	1,033.2	– 1.6	524.9	516.6	– 1.6	20	655.4	696.2	+ 6.2	1,077.1	1,108.7	2.9	645.8	635.2	– 1.8	4,109.0	4,568.0	+11.1	5,417.5	5,675.3	+ 4.8	3,454.0	3,579.0	+ 3.6
Spoonable Salad Dressings	231.3	282.7	+ 22.2	597.4	682.5	+ 14.2	298.7	341.3	+ 14.3	22	149.7	136.9	– 8.6	289.1	243.1	–15.9	165.5	141.8	–14.3	2,628.0	2,580.0	– 1.8	4,081.0	3,708.3	– 9.1	2,344.0	2,161.0	– 7.8
Salt	32.6	36.1	+ 10.7	308.0	340.2	+ 10.4	189.5	209.4	+ 10.5	3	28.2	30.8	+ 9.2	195.3	192.7	– 1.3	120.2	118.6	– 1.3	107.2	107.7	+ .5	691.2	600.0	–13.2	384.4	342.4	–10.9
Pepper	45.5	29.9	– 34.3	18.8	12.4	– 34.1	37.6	24.8	– 34.0	7	95.7	143.1	+49.5	27.8	40.4	+45.3	133.8	152.7	+14.1	499.7	529.6	+ 6.0	110.5	113.9	+ 3.1	595.1	595.3	± 0
Solid Shortening	297.6	402.5	+ 35.2	588.1	754.9	+ 28.4	210.8	271.8	+ 28.9	16	391.9	382.9	– 2.3	721.9	640.1	–11.3	249.0	225.8	– 9.3	1,968.0	2,113.0	+ 8.4	2,917.7	2,963.4	+ 1.6	1,099.0	1,120.0	+ 1.9
Cooking & Salad Oils	942.6	1,157.0	+ 22.7	1,517.2	1,840.5	+ 21.3	542.3	657.5	+ 21.2	20	1,201.0	1,224.0	+ 3.6	1,701.2	1,699.0	– .1	735.0	750.1	+ 2.1	8,871.0	9,572.0	+ 7.9	9,964.0	9,964.0	± 0	4,892.0	4,950.0	+ 1.2
Potato Chips & Products	60.8	51.6	– 15.1	47.1	39.3	– 16.6	96.3	79.4	– 17.6	3	77.4	66.3	14.3	48.1	42.3	–12.1	99.6	87.3	–12.3	86.5	66.8	–22.8	42.5	30.4	–28.5	128.1	64.5	–49.6
Salted Nuts	252.7	252.5	– .1	229.1	219.3	– 4.3	272.8	256.1	– 6.1	6	571.3	697.6	+22.1	273.6	286.1	+ 4.6	413.8	437.3	+ 5.7	1,302.0	1,506.0	+15.7	652.0	675.2	+ 3.6	979.2	998.6	+ 2.0
Regular Soft Drinks	190.2	171.8	– 9.7	965.2	840.3	– 14.7	1,314.0	1,120.0	– 14.8	4	1,960.0	2,110.0	+ 7.7	10,922.2	11,645.9	+ 6.6	6,235.0	6,520.0	+ 4.6	724.2	793.5	+ 9.6	4,293.1	4,339.0	+ 1.1	2,422.0	2,507.0	+ 3.5
Breakfast Drink Mixes	294.7	136.7	– 53.6	481.3	199.4	– 58.6	285.2	117.4	– 58.8	6	57.0	52.6	– 7.7	70.2	57.4	–18.2	44.8	35.3	–21.1	331.1	361.7	+ 9.2	294.0	296.0	+ .7	179.3	174.7	– 2.6
Canned Soup	97.2	170.6	+ 75.5	332.3	481.0	+ 44.7	503.5	728.3	+ 44.6	5	184.2	175.4	– 4.8	416.6	377.5	– 9.4	623.9	562.5	– 9.8	4,308.0	4,577.0	+ 6.2	8,830.5	8,658.6	– 1.9	12,313.0	12,141.0	– 1.4
Maple Syrup	259.9	299.8	+ 15.4	492.9	543.9	+ 10.5	371.0	406.4	+ 9.5	22	289.8	296.0	+ 2.1	468.3	444.2	– 5.1	326.6	296.7	– 9.2	3,046.0	3,244.0	+ 6.5	3,407.9	3,436.4	+ .8	2,365.0	2,357.0	– .3
Tea Bags	392.8	445.2	+ 13.3	147.1	176.4	+ 19.9	294.1	352.8	+ 20.0	27	545.1	424.7	–22.1	154.3	119.6	–22.5	428.5	337.7	–21.2	4,440.0	4,516.0	+ 1.7	902.7	896.6	– .7	3,249.0	3,217.0	– 1.0
Canned Peas	310.7	460.3	+ 48.1	1,046.4	1,502.2	+ 43.6	1,049.0	1,502.0	+ 43.2	53	1,381.0	1,396.0	+ 1.1	3,482.8	3,386.1	– 2.8	3,869.0	3,729.0	– 3.6	2,888.0	3,234.0	+12.0	6,611.5	7,412.2	+12.1	7,357.0	8,015.0	+ 8.9
Canned Wax Beans	23.1	12.7	– 45.1	90.3	43.5	– 51.8	90.3	43.5	– 51.8	8	96.4	100.1	+ 3.8	259.0	249.0	– 3.9	284.8	274.8	– 3.5	90.1	69.8	–22.5	192.3	152.0	–21.0	245.9	167.4	–31.9
Canned Tomatoes	467.5	635.4	+ 35.9	1,542.3	2,204.7	+ 42.9	1,392.0	2,006.0	+ 44.1	46	2,264.0	2,271.0	+ .3	6,122.6	6,194.3	+ 1.1	5,219.0	5,207.0	– .2	3,910.0	4,060.0	+ 3.8	8,752.2	9,012.2	+ 3.0	6,772.0	6,878.0	+ 1.6
Canned Potatoes	36.8	25.1	– 31.8	127.1	77.0	– 39.4	127.2	77.0	– 39.5	5	41.1	36.8	–10.5	109.8	97.4	–11.3	94.7	88.1	– 7.0	110.4	130.5	+18.2	229.2	283.5	+23.7	190.5	243.2	+27.7
Canned Beets	50.5	39.4	– 22.0	193.6	145.3	– 25.0	193.5	145.3	– 24.9	14	198.8	241.1	+21.3	514.1	637.0	+23.9	560.9	682.7	+21.7	379.9	332.9	–12.4	990.2	735.3	–17.4	959.7	783.0	–18.4
Canned Kidney & Misc. Beans	64.7	93.4	+ 44.4	228.8	304.8	+ 33.2	222.5	313.7	+ 41.0	15	235.9	318.3	+34.9	685.2	870.1	+27.0	637.5	828.1	+29.9	926.0	982.4	+ 7.2	2,318.6	2,267.0	– 2.2	2,232.0	2,153.0	– 3.5
Canned Sauerkraut	28.0	40.7	+ 45.4	97.4	139.9	+ 43.6	97.4	139.9	+ 43.6	5	48.6	61.5	+26.5	166.3	188.2	+13.2	114.9	139.3	+21.2	181.9	223.3	+22.8	494.5	554.9	+12.2	393.1	452.8	+15.2
Canned Corn	740.4	813.6	+ 9.9	2,568.0	2,850.8	+ 10.2	2,734.0	2,846.0	+ 4.1	49	2,602.0	2,857.0	+ 9.8	7,489.0	8,117.4	+ 9.2	7,989.0	8,566.0	+ 7.2	5,086.0	4,924.0	– 3.4	12,165.4	11,682.3	– 4.0	13,515.0	12,814.0	– 5.2
Canned Green Beans	626.3	740.9	+ 18.3	2,181.3	2,670.9	+ 21.9	2,230.0	2,671.0	+ 19.8	56	2,370.0	2,570.0	+ 8.4	6,466.0	6,740.2	+ 4.2	6,850.0	7,103.0	+ 3.7	5,434.0	5,686.0	+ 4.6	12,978.4	13,115.7	+ 1.1	13,548.0	13,606.0	+ .4
Tomato Paste	128.1	201.8	+ 57.5	207.4	306.9	+ 48.0	548.5	814.5	+ 48.5	8	81.4	81.3	– .1	108.9	116.1	+ 6.6	253.6	283.5	+11.8	733.1	739.1	+ .8	944.3	893.9	– 5.3	1,935.0	1,859.0	– 3.9
Tomato Sauce	378.5	537.5	+ 42.0	1,151.3	1,563.7	+ 43.6	2,132.0	2,911.0	+ 36.5	36	860.5	1,018.0	+ 5.7	2,360.0	2,707.7	+14.7	3,743.0	4,236.0	+13.2	3,206.0	3,487.0	+ 8.8	6,981.4	7,370.5	+ 5.6	10,821.0	11,607.0	+ 7.3
Dried Rice	181.9	255.1	+ 40.2	682.0	909.7	+ 33.4	238.8	334.6	+ 40.1	15	1,555.0	1,690.0	+ 8.7	4,364.6	4,426.0	+ 1.4	1,433.0	1,497.0	+ 4.5	3,861.0	4,064.0	+ 5.3	8,071.3	7,401.7	– 8.3	3,912.0	3,398.0	–13.1
TOTAL	15,092.3	19,641.1	+ 30.1	43,050.2	52,035.5	+ 20.9	32,291.4	38,448.5	+ 19.1		34,344.0	35,517.5	+ 3.4	84,024.9	83,423.4	– .7	65,923.4	65,516.5	– .6	153,582.6	164,736.2	+ 7.3	252,396.3	252,412.5	± .0	217,088.4	213,484.2	– 1.7
SHARES	7.4%	8.9%	+ 1.5	11.3	13.4	+ 2.1	10.2	12.1	+ 1.9		16.9	16.2	– .7	22.1	21.5	– .6	20.9	20.6	– .3	75.7	74.9	– .8	66.5	65.1	– 1.4	68.8	67.2	– 1.6

SAMI Report on Generic Performance

PHASE ONE
Constant Base Comparisons

PHASE TWO
Current Performance

(12-week period ending May 2, 1980 vs. May 4, 1979)

TABLE 1
Dry Grocery-Food

	% CHANGE DOLLAR VOLUME	% CHANGE POUNDS	% CHANGE UNITS
TOTAL CATEGORY	- 8.4%	- 2.2%	- 0.7%
TOTAL PRIVATE LABEL	- 11.6	- 6.6	- 6.0
GENERIC LABEL	- 30.1	- 20.9	- 19.1
REGULAR PRIVATE LABEL	- 3.4	- 0.7	- 0.3
ALL OTHER BRANDS	- 7.3	- 0	- 1.7

Performance of generic products in 59 reportable dry grocery-food categories is shown in the above table. Figures compare the current 12-week period as of May 2, 1980 with the year-ago period for three different measures of performance—dollar volume, pounds and units.

TABLE 2
Dry Grocery-Food

	YEAR AGO DOLLAR VOLUME SHARE	CURRENT SHARE	CHANGE	YEAR AGO POUND SHARE	CURRENT POUND SHARE	CHANGE	YEAR AGO UNIT SHARE	CURRENT UNIT SHARE	CHANGE
TOTAL PRIVATE LABEL	24.4%	25.1%	+ 0.7	33.5%	34.9%	+ 1.4	31.1%	32.8%	+ 1.7
GENERIC LABEL	7.4	8.9	+ 1.5	11.3	13.4	+ 2.1	10.2	12.1	+ 1.9
REGULAR PRIVATE LABEL	16.9	16.2	- 0.7	22.1	21.5	- 0.6	20.9	20.6	- 0.3
ALL OTHER BRANDS	75.7	74.9	- 0.8	66.5	65.1	- 1.4	68.8	67.2	- 1.6

Percent changes in total share for the 59 reportable dry grocery-food categories combined are shown above. Figures show gains or losses for the current 12 weeks compared with a year ago. Note that, in terms of unit change, generics are up 1.9 percent and brand items are down 1.6 percent, while regular private label is down only 0.3 percent. Thus, generic food categories appear to be taking share from national brands, rather than from private label as is widely believed.

TABLE 3
Dry Grocery-Nonfoods

	12-WEEK % CHANGE DOLLARS	12-WEEK % CHANGE UNITS
TOTAL CATEGORY	+ 10.3%	- 0.1%
TOTAL PRIVATE LABEL	+ 15.4	- 4.6
GENERIC LABEL	+ 35.9	+ 19.9
REGULAR PRIVATE LABEL	+ 1.4	- 11.4
ALL OTHER BRANDS	+ 9.0	- 2.0

Volume trends for 13 reportable dry grocery-nonfoods categories are listed in the above table. As shown, generics posted a whopping 35.9-percent rise in dollar volume and a 19.9-percent unit increase.

TABLE 4
Dry Grocery-Nonfoods

	YEAR AGO SHARE DOLLAR VOLUME	CURRENT SHARE DOLLAR VOLUME	CHANGE	YEAR AGO SHARE UNITS	CURRENT SHARE UNITS	CHANGE
TOTAL PRIVATE LABEL	18.8%	19.7%	+ 0.9	26.8%	28.5%	+ 1.3
GENERIC LABEL	7.6	9.4	+ 1.8	13.6	16.4	+ 2.8
REGULAR PRIVATE LABEL	11.2	10.3	- 0.9	13.2	11.7	- 1.5
ALL OTHER BRANDS	82.5	81.6	- 0.9	77.3	75.8	- 1.5

NOTE: Shares add up to more than 100% due to inclusion of non-reportable volume in some categories not included in total category computer printouts.

This chart shows total percent changes in share for the 13 reportable dry grocery-nonfoods categories combined. Again, figures show gains or losses for the current 12-week period compared with a year ago. Note that in the non-foods area, generics have had less impact—the chart shows generics up just 2.8 percent in unit volume. Note also that they appear to take market share equally from regular private label and national brands; each posted a unit volume drop of 1.5 percent.

TABLE 5
Dry Grocery-Food

	DOLLAR VOLUME YEAR AGO SHARE	DOLLAR VOLUME CURRENT SHARE	CHANGE	POUNDS YEAR AGO SHARE	POUNDS CURRENT SHARE	CHANGE	UNITS YEAR AGO SHARE	UNITS CURRENT SHARE	CHANGE
TOTAL PRIVATE LABEL	20.2%	22.1%	+ 1.9	27.1%	30.7%	+ 3.6	26.7%	29.3%	+ 2.6
GENERIC LABEL	2.8	6.3	+ 3.5	4.5	9.7	+ 5.2	4.0	8.3	+ 4.3
REGULAR PRIVATE LABEL	17.4	15.8	- 1.6	22.6	21.0	- 1.6	22.7	21.0	- 1.7
ALL OTHER BRANDS	79.8	77.9	- 1.9	72.9	70.0	- 2.9	73.3	70.7	- 2.6

Twelve-week shares and changes for the 92 continuously reportable dry grocery-food categories are listed above. Note that in all three areas—dollar volume, pounds and units—generics are up, while both regular private label and brand items are down. Note also that, in each area, brands lost more share than did regular private label.

TABLE 6
Dry Grocery-Nonfoods

	12-WEEK % CHANGE DOLLARS	12-WEEK % CHANGE UNITS
TOTAL CATEGORY	- 13.6%	- 3.2%
TOTAL PRIVATE LABEL	- 24.1	- 12.3
GENERIC LABEL	+ 125.5	+ 86.9
REGULAR PRIVATE LABEL	- 2.3	- 16.1
ALL OTHER BRANDS	- 12.1	- 1.0

The above table summarizes 12-week volume trends for the 27 reportable nonfoods categories which comprise the current base universe. Figures compare the current 12-week period with one year ago. As can be seen from the figures, generics are making impressive gains, but are taking less from brand items than from regular private label.

TABLE 7
Dry Grocery-Nonfoods

	YEAR AGO DOLLAR VOLUME	CURRENT DOLLAR VOLUME	CHANGE	YEAR AGO UNITS	CURRENT UNITS	CHANGE
TOTAL PRIVATE LABEL	14.5%	15.8%	+ 1.3*	18.6	20.6	+ 1.7
GENERIC LABEL	3.0	5.9	+ 2.9	5.2	9.4	+ 4.2
REGULAR PRIVATE LABEL	11.5	9.9	- 1.6	13.7	11.1	- 2.6
ALL OTHER BRANDS	85.4	84.3	- 1.1*	81.2	79.5	- 1.7

Difference due to rounding.* **This table recaps 12-week dollar and unit volume shares for the 27 reportable dry grocery-nonfood categories combined. Note, again, that when it comes to nonfoods, generics have less of an effect on brands than they do on regular private label.

TABLE 8
Dry Grocery-Nonfoods

CATEGORY	GENERIC LABEL SHARE POINT GAIN VS. YEAR AGO
DISPOSABLE DIAPERS	+ 8.5
PAPER & PLASTIC PLATES	+ 7.5
PAPER TOWELS	+ 6.8
CHLORINE BLEACH	+ 5.9

Four items are doing spectacularly well in the generic category, increasing their share five points or more in the current 12-week period over the same year-earlier period. Share gains for these items—disposable diapers, paper and plastic plates, paper towels and chlorine bleach—are shown above. These are only the most impressive generic performers, however; in fact, among all nonfood items reportable, only generic aluminum foil failed to increase unit volume.

■ *Continued from page 8*

and 1979 SAMI reports has also continued to grow.

By the time of the third SAMI report in November 16, 1979, there were seven dry grocery food categories in which 100 or more food operator warehouses were shipping generic labels.

By the May 2, 1980 period, the number of categories had grown to 17. In 10 of these categories, the number of warehouses handling generics exceeded 120, or approximately one-fourth of the total number of food operator warehouses in the SAMI system.

These top 10 in order of rank charted below:

Category	No. of Warehouses Shipping Generics As of 5/2/80
Canned green beans	143
Jams, jellies, preserves	142
Canned corn	141
Catsup	138
Peanut butter & combinations	138
Canned peas	130
Canned tomatoes	125
Dry packaged dinners	124
Tea bags	123
Canned peaches	122

In the non-food categories of dry groceries, seven categories of generics were being shipped by 100 or more warehouses. These, ranked in descending order, are:

Category	No. of Warehouses Shipping Generics As of 5/2/80
Plastic household bags	141
Light duty liquid detergents	138
Heavy duty detergents	134
Toilet tissue	132
Fabric softeners	126
Paper towels	122
Facial tissue	101

There were only 11 frozen food categories and six refrigerated food categories in which generic labels were reportable (offered by three or more operators as defined by SAMI). However, year-ago comparisons could not be made since, in most instances, generic label volume in the 12-week year ago period was negligible or non-existent.

In the frozen and refrigerated categories, there were only six categories in which generics were handled by more than 20 warehouses. These, ranked in descending order, are:

Category	No. of Warehouses Shipping Generics as of 5/2/80
Processed cheese	83
Margarine	58
Frozen orange juice	28
Frankfurters	24
Bacon	23
Lunch meat	22

SAMI is now tracking 20 frozen food categories and nine refrigerated product categories with generics. Refrigerated meat categories were not monitored by SAMI until September, 1979.

The current base universe of reportable non-foods categories now covers 27 categories of generic non-food items. In terms of unit volume market share, generic non-foods items increased unit share by 4.2 percent, while regular private labels fell 2.6

GENERICS APPEAR TO BE TAKING MORE SHARE from regular private label than from branded items in the non-foods arena. Plastic household bags are the #1 dry grocery-nonfood item in terms of number of warehouses shipping them (see table, this page).

Don't hire a thief.

Studies show that one out of every three job applicants is a bad apple—a potential thief with access to your money or valuables. The trick is to spot this bad apple before you hire him. NOT after he's stolen. Because for every thief you fire, you could hire another potential thief.

Traditional methods of screening people are outdated. Police checks, credit checks, etc., often don't tell the whole story.

But now there is a method that goes right to the heart of the matter—the Reid Report. An easy to administer, psychologically validated written test that determines the honesty and integrity of prospective employees. Acting on its results, companies have reduced their internal theft.

Isn't it time you took off the blindfold?

Write for more information.

REID REPORT

Affiliate: John E. Reid and Associates
Established 1947

DOES NOT DISCRIMINATE AS TO RACE, AGE OR SEX

Suite 1614
233 N. Michigan Avenue
Chicago, IL 60601
312-938-9200

Reid Report/Reid Survey SB-1180

Suite 1614
233 N. Michigan Avenue
Chicago, IL 60601
(312) 938-9200
Please send me your brochure.

*Name*_____
*Title*_____
*Firm*_____
*Address*_____
*City*_____
*State*_____ *Zip*_____
*Phone*_____ *No. of Employees*_____

GENERICS INCREASED UNIT SHARE by 4.3 percent during SAMI's one-year reporting period, while dollar share rose 3.5 percent.

Generics: A 'Fad' with No Fade in Sight

■ *Continued from previous page*
percent and "all other brands" fell 1.7 percent.

In three categories, 12-week dollar volume in generics among those operators handling generics had a share of market that exceeded 2 percent of national dollar volume during the period. There were: household plastic bags, 2.9 percent; paper napkins, 2.3 percent and facial tissue, 2.2 percent.

In total, there were 114 dry grocery—food categories reportable in the period ending May 2, 1980.

However, for the purposes of comparison, there were only 92 categories with continuous reportability over the year. (*See Table 5 for 12-week shares compared with a year ago.*)

Takes Share from Brands

Here again, gains for generic labels have been slightly more at the expense of "all other brands" than regular private labels. Generics increased their share in dollars by 3.5 percent for 92 categories while regular private labels declined 1.6 percent and "all other brands" declined 1.9 percent in dollar volume. In units, generics increased share by 4.3 percent, while regular private labels declined 1.7 percent and "all other brands" declined 2.6 percent.

There are nine dry grocery—food categories in which generic labels have a 12-week share in excess of 25 percent among those food operators handling these items as of May 2, 1980. (*See Table 6.*)

"Saturation for generics in most categories, both food and nonfood, has not yet been reached."

Looking at all the categories in which SAMI is tracking generic labels, total private labels (which includes generics) declined in only 18 categories in 12-week share of dollar volume from a year ago.

Generic labels have made gains in terms of the 59 categories tracked since 1978 in dry groceries—food, as well as in new categories now offering generics and new operators.

It would appear safe to assume that the saturation level for generics in most categories, both food and nonfood, and the penetration levels of generics into the categories that handle them have not yet been reached. In view of the continuing recession, at least for the remainder of 1980, there is little evidence that the growth of generics will abate soon.

Importance Understated

Since the volume for food operators handling generics currently represents raw unprojected data, comparisons with national projected data tend to understate the category share of those food operators currently shipping generics or the national importance of generics.

In other words, some operators shipping generics have a larger share of market than others and therefore would carry more weight in a national projection.

Taking into consideration the factor of understatement, in all current base categories combined, current 12-week dollar volume amounted to 12.7 percent of national projected volume in these same categories. On the same basis, actual sales of generics for 0.8 percent of nationally projected volume overall. ■

FOOD TOWN ORDERS 34% MORE CHAP-ET LIP BALM FOR 1980. HERE'S WHY...

James Goodwin, Vice President of Distribution, Joe Hall, Head Buyer. Food Town Stores of North Carolina.

In 1979, Food Town sold 165,600 of these little tubes. Proving once again good things come in small packages.

Food Town did it by putting CHAP-ET Lip Balm displays at their checkout counters. The displays require little space. But shoppers noticed them and readily bought CHAP-ET to soothe dry, chapped, sun* or windburned lips.

So for 1980, James Goodwin, Vice President of Distribution, and Joe Hall, Head Buyer, increased Food Town's order for CHAP-ET by 34%. A good indication of what they think of CHAP-ET's margin and turnover.

Of course, Food Town recognizes and takes advantage of products with a good return that move. That's one reason it's one of the fastest growing, most profitable food chains in the United States.

So if you're looking for a product that sells big in a small space, follow Food Town's example. *Stock CHAP-ET Lip Balm.*

CHAP-ET®

The Stanback Company, Ltd.
Salisbury, North Carolina 28144
704/633-9231

*Contains a PABA sunscreen

DEC. 1980 NOT FILMED

SUPERMARKET BUSINESS

FORMERLY SUPERMARKETING

VOLUME 36/NUMBER 1
JANUARY 1981

1-30-81 C 3475-1 U

THE NEW DYNAMICS OF GROCERY RETAILING

GOING FOR SHARE

SOCIAL TRENDS IN FOOD RETAILING

CAN YOU CHANGE YOUR STORE IMAGE?

SUPERMARKET BUSINESS

VOLUME 36
NUMBER 1
JANUARY, 1981

PUBLISHER:
Jeffrey A. Schaeffer
EDITOR:
Kenneth P. Partch
MANAGING EDITOR:
Carol Fensholt
ASSOCIATE EDITOR:
Janice Chlopowicz
CONTRIBUTING EDITORS:
Management: **Daniel J. Bartz**
Marketing: **Len Daykin**
Meat: **Kenneth Johnson, John Francis**
Merchandising: **John Pagliaro**
Store Engineering: **Jay Forrester**
Technology: **Richard Shulman**
Training: **Donald Stowbridge**
CREATIVE DIRECTOR:
Howard R. Klein
DESIGN CONSULTANT:
Steve Phillips
CIRCULATION DIRECTOR:
Susan Toth
ASSISTANT CIRCULATION DIRECTOR:
Virginia Bucci
PRODUCTION MANAGER:
Laura Delaney
ASSOCIATE PUBLISHER:
M. Joseph Walsh
ADVERTISING SALES MANAGER:
Tino DeCarlo

ADVERTISING REPRESENTATIVES:
NEW YORK
ADVERTISING SALES MANAGER:
Tino DeCarlo
EAST:
Joe Barber, manager
Allan C. Brown
CLEVELAND:
M. Joseph Walsh
24800 Chagrin Blvd.
Cleveland, Ohio 44122
216-464-0471
CHICAGO:
MIDWEST MANAGER:
Bill Loeb
Fieldmark Media, Inc.
3525 W. Peterson Ave.
Chicago, Ill. 60659
312-463-1102
WEST COAST:
Sue Marritt
Fieldmark Media, Inc.
15910 Ventura Blvd., Suite 800
Encino, Calif. 91436
213-783-5888

CORPORATE STAFF
FIELDMARK MEDIA, INC.
25 W. 43rd Street, Suite 707
New York, N.Y. 10036
212-354-5169
PRESIDENT:
Jeffrey A. Schaeffer
BUSINESS MANAGER:
Eric Braunstein
ADMINISTRATIVE MANAGER:
Catherine Cahill

COVER:
Original sculpture by
P.S. Krosnick Studio,
Photographed by **Dick Kranzler**

AFFILIATED PUBLICATION:
Milling and Baking News
Sosland Publishing Co.
Kansas City, Mo.

SUPERMARKET BUSINESS Magazine (ISSN 0196-5700) is published monthly by Fieldmark Media, Inc., 25 W 43rd St., New York, N.Y. 10036. Telephone (212) 354-5169. Circulated free of charge to grocery retailers and wholesalers. All other U.S. and Canadian subscriptions, $26 per year. Foreign subscriptions $40. Single copies $3 except Consumer Expenditures Study (September issue) $10 per copy. Controlled circulation postage paid at Bristol, Connecticut.

VBPA ☆ABP

PAGE 10
GOING FOR SHARE
BY KEN PARTCH, EDITOR
Market leaders say share means survival
- Page 13 Who shops warehouse stores?
- Page 17 New England heats up
- Page 19 New lifestyles, new formats
- Page 44 Can you change a store image?

PAGE 26
COURAGE—IS THE FOOD BUSINESS, LIKE THE COUNTRY OVER-REACTING WITH A CRISIS OF SPIRIT TO THE EVENTS OF TODAY?
BY CAROL FENSHOLT, MANAGING EDITOR
Joe Bruno, like most supermarket founders, built an empire in the face of the greatest economic challenge of the past 50 years.

PAGE 30
'SOLAR SOUP' HEATS EXPERIMENTAL STORE
BY ALLEN MUNDTH, CONTRIBUTING EDITOR
Operator of a rural Wisconsin supermarket watches energy costs plummet in a trial application of the nation's first solar heated store.

PAGE 33
SPELUNKING ... FOR FROZEN FOODS?
It's all in a day's work for order pickers at the world's largest under-one-roof warehouse, a five-million-sq. ft. limestone mine.

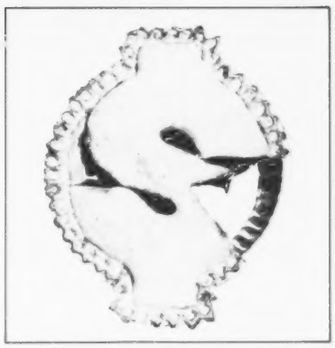
PAGE 35
SURPRISE!
YOU JUST INHERITED $64,000
BY MARION BOND, CONTRIBUTING EDITOR
Checkout girl, Anita Brown, inherited $64,000 from a former customer whose name she had long forgotten. It changed her life in some ways, but she's back at her job, because she likes it.

PAGE 37
PET FOODS—PROMOTIONAL JOUSTING HEATS UP AS PET FOOD PRODUCTS PROLIFERATE.
The battle for the lucrative pet food market gets hotter as manufacturers of dry food offer bonus packs of from one to five pounds without raising prices. Canned food makers are beginning to deal heavily on top of lower base prices to hold their market share.

OTHER FEATURES AND COLUMNS
4 PUBLISHER'S NOTE
6 EDITOR'S VIEW
8 TRADESCAN
23 HOUSEWARES
40 MERCHANDISING
41 TECHNOLOGY
42 ON MARKETING
43 EXECUTIVE MOVES
45 NEW EQUIPMENT

CHANGING LIFESTYLES

NEW DIRECTIONS IN AMERICAN LIFE-STYLES TELL US THAT "TOGETHERNESS" IS DEAD. SHOPPING PATTERNS AND STORE FORMATS ARE SAID TO BE DIRECTLY RELATED.



The variety of new store formats available to both retailers and consumers in today's grocery marketplace suggests that retailers, like marketers, are appealing to different consumer segments. This is difficult to detect, at present, since the dynamic conditions of competition do not permit such neat arrangements right at the outset. This most likely will occur sometime later, as specific retailing approaches settle out and find their natural competitive niches.

However, taking a step back in perspective, and possibly ahead in time, will permit a broader view of how these new store formats might take a rightful and more permanent position in the marketplace. This is doubly difficult, at present, as new formats, as well as the established and once dominant supermarket, vie for as large a segment of the market as each can obtain.

This point was made at the September, 1980, meeting of the directors of Food Marketing Institute in Venice, by Michael J. O'Connor. He suggested that " ... the food distribution business is feeling the early signs of *market fragmentation*." He also recalled that Alvin Toffler had made a similar point in his new book, "*The Third Wave*," where he described the new forces within society that were causing a general "demassification," in marketing, distribution and in media.

O'Connor went on to point out that this process is no different from what manufacturers have been doing for years in fractioning the market into different brand images. Furthermore, he said, "Any successful retailer must finally reach a point where he must choose between geographic expansion outside his basic marketing area, and expansion in depth, or market fractionalization ... that is, to expand sales by opening different types of retail stores in the same geographic rea."

Actually, retailers are doing both. They are opening different formats in different areas, and trying new formats within their traditional marketplaces. Nevertheless, at some point, it would seem to make sense that different demographic and lifestyle groups would find one or more formats more appealing than others. It is important that retailers, manufacturers and marketers know which formats would have long-term appeal to which groups of shoppers.

The following report is an excerpt of the full study called, "Social Trends in Food Retailing," prepared by the Center for the Study of Social Policy, SRI International, for the Coca Cola Retailing Research Group, and presented to the FMI Fall Conference, held in October, 1980, in San Francisco. The overall objective of the study is to provide insight and data on how selected social, human and economic trends will impact various types of retail outlets in the 1980's. This excerpt deals largely with the expected impact of several different lifestyles on different types of retail outlets. SRI has developed the material on lifestyles over a period of years, and on a continuing basis. There are three main classifications of lifestyles identified by SRI. There are: The Need Driven, The Belongers, and The Inner-Directeds. The latter group may be subdivided into two groups: Experimental consumer and Societally Conscious consumers.

Need-Driven consumers

Price is paramount for Need-Driven

WEIGHTED LIFESTYLE IMPACTS ON FOOD RETAILERS

Type of Store	1978 Need Driven 1*	Belonger 4*	Achiever 3*	Experiential 1*	Societally Cons. 1*	TOTAL 10*	1990 Need Driven 1*	Belonger 3*	Achiever 3*	Experiential 1.5*	Societally Cons. 1.5*	TOTAL 10*
Limited-assortment	+ 2	+ 4	− 6	− 1	− 1	− 2	+ 2	+ 3	− 6	− 1.5	− 1.5	− 4
Warehouse	+ 1	+ 4	− 3	− 1	− 1	0	+ 1	+ 3	− 3	− 1.5	− 1.5	− 2
Supermarket	+ 1	+ 8	0	+ 1	+ 1	+11	+ 1	+ 6	0	+ 1.5	+ 1.5	+10
Super store	+ 1	0	+ 3	+ 1	+ 1	+ 6	+ 1	0	+ 3	+ 1.5	+ 1.5	+ 7
Combination	+ 2	0	+ 3	+ 1	+ 1	+ 7	+ 2	0	+ 3	+ 1.5	+ 1.5	+ 8
Complete home-delivery	− 1	− 4	+ 3	− 1	+ 1	− 2	− 2	− 3	+ 3	− 1.5	+ 1.5	− 1
Limited home-delivery	− 1	− 4	− 3	− 1	− 1	−10	− 1	− 3	− 3	− 1.5	− 1.5	−10
Neighborhood	0	+ 8	0	+ 1	0	+ 8	0	+ 6	0	+ 1.5	0	+ 7.5
Specialty	− 2	− 4	+ 6	+ 2	+ 1	+ 3	− 2	− 3	+ 6	+ 3	+ 3	+ 7
Convenience	− 1	− 4	+ 3	+ 1	0	− 1	− 1	− 3	+ 3	+ 1.5	0	+ 0.5
						100	10	34	30	13	13	100
Percent of Adult Population	12	38	33	9	8							

*Weighting based on percentage of adult population of each lifestyle.

consumers. Emphasis in the market is on loss-leader types of items where prices can be easily compared. Best response is to high-load, price-prominent ads and packaging. Coupons and understandable warranties are probably effective. However, home storage space and refrigeration are frequently inadequate and income is insufficient to support bulk forward buying during sales, since many pay with food stamps, welfare, or social security checks. Shopping tends to be in local stores, with national brands preferred to store-brands. Many ethnic and subcultural products and cooking styles with high flavoring are preferred. Such consumers are likely to buy more saturated fats such as pork, fatty hamburger, ham hocks, etc., and will purchase "stretch," "fill-up" foods, especially starches (bread, potatoes, spaghetti, noodles, rice, powdered and concentrated milk, etc.). In perishable foods, they may buy raw, leafy green vegetables (such as chard, mustard greens) and "overripe" bargains (15 lbs. of bananas for $1, for example). Most employed Need-Driven consumers are lunch box carriers, taking sandwiches, pie and vacuum bottles of coffee.

Our impression is that about 10% of total food expenditures goes for food away from home, but that this fraction has been rising, especially among smaller Need-Driven families, who are heavily inclined to eat processed foods and are good customers of "fast food," drive-in restaurants.

The emphasis upon economy indicates that limited-assortment stores would be a major beneficiary; to a lesser degree warehouse stores will benefit, especially if promotions involve significant loss leaders and other "bargains." Supermarkets, super stores, combination stores, and neighborhood stores will gain some of the Need-Driven business but more because of convenience than because of price.

Impact of Need-Driven lifestyles

Type of Store	Impact
Limited-assortment	++
Warehouse	+
Supermarket	+
Super store	+
Combination	++
Complete home-delivery	−
Staple home-delivery	−
Neighborhood	0
Specialty	− −
Convenience	−

++ Very positive
+ Moderately positive
0 Neutral
− Moderately negative
− − Severely negative

About 35% of Need-Driven consumers are black and an additional fraction are of Hispanic origin. The older of these tend toward cooking from scratch and the younger toward pre-prepared ethnic foods. These trends are favorable to stores with wide selections—notably supermarkets, super stores, and combination stores. Such customers probably do not frequent specialty stores, which tend to cater to high-income consumers.

Belonger consumers

Tradition is paramount for Belongers. This is the "the-way-Mom-used-to-do-it" market. Tends toward American traditions, but with many religious and ethnic subtrends. Holiday and occasion markets are appreciable. Family meals, often entirely home-cooked, loom large. The data indicate that about 90% of Belonger families eat dinner together as a regular thing. Center-of-the-plate items predominate, but snacks and candy are very important. In general, bland foods and condiments are preferred.

Belongers offer the best opportunity to promote themes such as "the family that eats together stays together," "the way to a man's heart is through his stomach," "make the bowling night an eat-out night," etc. Popularity and tradition are appropriate themes for ads and packaging. The approach should be undemanding of the customer (hence, self-service stores are ideal)—she/he wants to fit in, not stand out. Mother takes pride in preparing a "good, hot meal," promptly on the table at 6 o'clock when Father gets home. Often Belongers are "meat and potato" eaters, with a preference for roast beef, ham, or turkey dinners—hearty, but hardly inspired.

Food away from home is probably up to 15% of total family food outlays.

This massive market—there are almost 60 million Belongers aged 18 or over—is the heart of conventional family food shopping. National brands are strongly flavored, scratch cooking is expected, and traditional American foods are much preferred to exotic "foreign" dishes.

Impact of Belonger lifestyle

Type of Store	Impact
Limited-assortment	+
Warehouse	+
Supermarket	++
Super store	0
Combination	0
Complete home-delivery	−
Staple home-delivery	−
Neighborhood	++
Specialty	−
Convenience	−

Belongers shop most at conventional supermarkets (where they are invisible) and at the friendly neighborhood grocery (where they feel much at home). Specialty stores would be avoided: home-delivery operations would be regarded as almost sinful—the cook is obliged to pick each item with care. Belonger housewives tend to keep full larders, so that they have little need of off-hours, pickup shopping favorable to convenience stores. Inflation no doubt will drive some Belongers to price-oriented stores such as limited-assortment and warehouse operations. Super stores and combination stores will probably get their share of Belonger business, but will not be notably attractive.

Achiever consumers

Key descriptors of the Achiever consumer group include: top of the line, prestigious, gourmet, convenience, technologically advanced. Achievers have the means to dine on the best of the best, but of course, by no means everything they eat is elegant. At home, convenience foods are important. They own the latest in kitchen equipment, including microwave ovens and storage freezers. Gourmet and exotic items, "experimental" foods, and the classical best of all find good markets here. A special opportunity exists for food items that can be cooked or prepared only with special equipment. Quality, appearance and convenience are more important than price. Ads and packaging should convey these properties. Much shopping is done at specialty food stores, fancy supermarkets, and super stores. Important convenience submarkets include career women, successful singles, and younger couples both of whom work.

Achievers use more imported foods and wines, "conversation piece" items (papayas and pineapple flown in fresh from Hawaii), and delicatessen foods, especially cheeses. They tend to buy fresh meat from butcher shops and fresh fish from the fishmarket; but vegetables frozen in special sauces such as Hollandaise, cream, or butter, etc., are popular, as are ice creams, frozen pies, bake and serve rolls, and tube cookies (slice and put it in the oven).

Achievers love "one-upmanship" entertaining (Mexican dinner one night, French dinner another, Indian another, etc.) with the emphasis on carefully planned "authentic" menus, and with foods and table decorations presented as a showcase for cooking school achievements.

Working parents of this type often serve on school committees, charities, and other community affairs, and encourage their children to participate in competitive sports; hence, during the week these busy families may not eat together because of conflicting schedules. Working mothers favor dinners providing leftovers that can be reheated in the oven or serve more than one meal. They tend to use more paper products and prepared baby foods.

Perhaps a third of the Achiever food dollar goes to food away from home, and they are good supporters of brunches, lunches, or dinner at many of the better restaurants.

The Achiever lifestyle is notably favorable to specialty shops. It also favors high-quality, wide-selection outlets such as super stores, combination stores, and complete grocery home-delivery operations. Off-hour con-

WEIGHTED TREND IMPACTS ON FOOD RETAILERS

Type of Store	Positive	Negative	Net
Limited-assortment	64	59	+ 5
Warehouse	86	38	+ 48
Supermarket	183	0	+183
Super store	216	0	+216
Combination	226	0	+226
Complete home-delivery	104	17	+ 87
Limited home-delivery	69	36	+ 33
Neighborhood	77	37	+ 40
Specialty	86	21	+ 65
Convenience	85	28	+ 57

COMPARISON OF RANKINGS

Type of Store	Trends	Lifestyles	Difference
Limited-assortment	10	9	1
Warehouse	7	8	1
Supermarket	3	1	2
Super store	2	4*	2
Combination	1	2*	1
Complete home-delivery	4	7	3
Limited home-delivery	9	10	1
Neighborhood	8	3	5
Specialty	5	5*	0
Convenience	6	6	0

*Tied.

venience stores also should benefit. Economy and low-quality stores are adversely affected. The conventional supermarket or neighborhood shop probably will feel few specific impacts from Achiever buying. (See impact table.)

Inner-Directed consumers

For our purposes here, we divide Inner-Directed consumers into a youthful group that is living intensely and experientially and another group that is focused more on social issues. Each group consists of 13 or 14 million people. We anticipate major growth in both over the coming decade.

Impact of Achiever lifestyle

Type of Store	Impact
Limited-assortment	– –
Warehouse	–
Supermarket	0
Super store	+
Combination	+
Complete home-delivery	+
Staple home-delivery	–
Neighborhood	0
Specialty	++
Convenience	+

Experiential consumers

Hallmarks are the exotic, the different, the sensual, the aesthetic. Experiential consumers interested in food probably spend freely for what they want and are willing to spend hours in preparation. There is a good deal of home baking, home-grown vegetables, and other preparation "from scratch." Freshness, appearance, flavor, subtlety are very important. Fads probably are significant.

Generally young, these consumers are technologically and socially alert, and aware of health and nutrition trends. Wine-and-candles type dining is quite common, but generally more informal than classically elegant. Recreational foods for backpacking, RV trips, and camping are an appreciable item. Ads and packaging should stress the modish, the aesthetic, the stylish. Natural colors and themes are appropriate. These are Inner-Directed people and have a strong sense of the fitness of things—of foods, packaging, stores—to fit the occasion. Interest in the occult may offer specialty opportunities for exotic foods and cooking styles, especially if tinged by Eastern tradition, such as cinnamon teas and Indian or Oriental dishes.

Eating out probably accounts for at least one-third of the food dollar, since many are fairly prosperous, sociable singles.

This lifestyle strongly favors the specialty stores and (less strongly) the large diversified operations such as supermarkets, super stores and combination stores. The spur-of-the-moment nature of this lifestyle suggests a need for convenience stores and neighborhood shops. Experiential consumers probably are not outstanding customers for cut-rate stores or expensive home-delivery outlets.

Impact of Experiential lifestyle

Type of Store	Impact
Limited-assortment	–
Warehouse	–
Supermarket	+
Super store	+
Combination	+
Complete home-delivery	–
Staple home-delivery	–
Neighborhood	+
Specialty	++
Convenience	+

Societally conscious consumers

Here, more than anywhere else the focus is on nutrition, health, safety, conservation, package labeling, and the like. Societally Conscious people are keenly aware of ecological concerns and, hence, are big buyers of so-called natural and organic foods. Those living lives of voluntary simplicity do much of their own food growing and preparation, as well as canning and dehydrating of bulk purchases. City and suburban types tend to shop in the "earth" type stores and in co-ops. In general, these are intellectual folk prone to investigate what they consume and given to effective complaint if they don't approve. They are at the heart of many consumer and environmental movements and so are a good deal more visible than their numbers would suggest. Ads and packaging should, above all, be informational and open. Aesthetics also are important. These people seem to respond especially to "primitives," one-of-a-kind appeals, and "spaceship earth" perspectives.

Many of these consumers are vegetarians and balance their diets with nuts, raisins, legumes. Others are non-meat eaters, turning to fish and chicken. Most entertain informally at home, perhaps with potluck suppers and home-made soups, casseroles, pastries, home-ground coffee, and spicy tea.

Societally Conscious consumers probably patronize specialty stores more than any other single customer group. Because they know what they want (and don't want), they tend to shop at wide selection stores—supermarkets, super stores, and combination outlets. The marginal quality of goods in limited-assortment and warehouse stores is a negative to consumers such as those who are concerned with nutrition. Similarly, they wish to see before they buy and hence would patronize home-delivery stores only if the reputation is excellent. This amounts to a probable negative for staple grocery home-delivery stores and a mild plus

Impact on Societally Conscious lifestyle

Type of Store	Impact
Limited-assortment	–
Warehouse	–
Supermarket	+
Super store	+
Combination	+
Complete home-delivery	+
Staple home-delivery	–
Neighborhood	0
Specialty	++
Convenience	0

THE SECRET
Behind the Full Market Basket

It's no secret really. Just trigger the customer's desire to buy.

Every item you display should send out ***continuous 'buy' signals.*** If they do, you'll never miss a sale; if they don't, you'll miss plenty of them.

Sending out 'buy' signals requires much more than just displaying a product. It takes resourceful merchandising and innovative sales promotion. ***Full time in-store merchandising that's backed up by a full time S & S Merchandising System.*** S & S Merchandisers include beautiful, newly designed price display media for every department in your markets—meat, dairy, produce, deli and grocery. Merchandisers that enhance the appeal of appetizing food displays, that reach out and touch the impulse to buy.

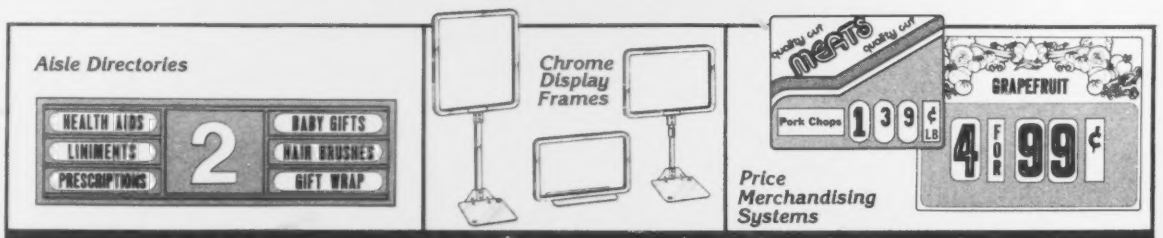
Colorful new aisle directory guides, super wall graphics, and many other S & S merchandising accessories can all add to the total impression you want to create in the shopper's mind. An impression that sets the buying mood and triggers the sale. Believe us, it works.

Call us Toll-Free today, and talk to a Shaw & Slavsky merchandising professional about an S & S Merchandising System designed to meet the special needs of your markets. It could be the most profitable phone call you've ever made.

Call Toll-Free
1-800-521-7527

SHAW & SLAVSKY, INC.
13821 ELMIRA AVE., DETROIT, MICH. 48227

Shaw & Slavsky Merchandising Systems



Full color brochures on all S & S Merchandiser products available on request.

for high-quality complete grocery home-delivery outlets. Impacts on convenience and neighborhood stores appear minor.

Summary and conclusions

In the fall report, 23 demographic, social, and consumer trends and five lifestyles were examined and have been assessed as to how each will affect ten different kinds of food retail outlets under conditions of a medium to low-growth economic scenario. It should be emphasized that the objective of this study was "to speculate about the types of retailing each group might regard as ideal, without regard to the industry's current ideas about what might be feasible." The perspective is intended to be sociological rather than economic.

Impact of trends

It is evident that the large, diverse, one-stop, conventional-price outlets—supermarkets, super stores, and combination stores—come out best. Many factors contribute to this finding, including growth in number of families, more men shoppers, more working women, desire for convenience, more one-stop shopping, higher food costs, the growing value of time, and rising levels of stress.

Specialty stores and complete home-delivery operations also emerge in a favored position, although less so than the large conventional operations. These are expected to benefit from shifts in household composition, more high incomes, higher levels of education, more working women, and various special situations.

Warehouse, neighborhood, and convenience stores will benefit from some of the trends and will suffer from others. Overall, it does not seem likely that they will prosper. For neighborhood and convenience stores, the main reasons are limited variety and higher prices.

Limited-assortment store and limited home-delivery operations are least favorable by these trends. Even so, there are areas strongly advantageous to these operations. Hence, the real significance of a low rating in this analysis is that the retailer should target his merchandising very specifically. Broad social trends probably will not sweep limited-assortment or limited home-delivery operations into prosperity (as could well happen to super stores); at the same time, there is a definite market niche to be filled. Low ratings do suggest that each such operation will require a rather large customer base.

In a moderate growth scenario the overall pattern would be much the same, except that preferences for limited-assortment, warehouse, and limited home-delivery stores would be even lower. Higher incomes and generally more stable social and economic conditions would reduce the need to shop economically. Under such conditions, specialty food stores would probably boom.

The overall preference pattern in a "depression and recovery" scenario, however, would be considerably different. Limited-assortment and warehouse stores would thrive. Conventional supermarkets, super stores and combination stores would be well patronized, with low cost the principal attraction. Both kinds of home-delivery stores would probably suffer, and neighborhood, specialty, and convenience stores would hold a slightly smaller fraction of the market than in the "most likely" scenario.

Impacts of lifestyles

Note that the weighting in the "Lifestyles" table reflects the population of each lifestyle in 1978 and is altered for 1990 to reflect anticipated distributions then. Some comments on each store type are offered below.

The limited-assortment store has its basic appeal among the Need-Driven and Belonger groups. These stores, because of their price orientation, appeal to the over-50 segment of the Need-Driven group and the traditional housewives among the Belonger group. Because these groups will decline in importance over the next decade, it is felt that even though limited-assortment stores may be relatively successful during the early part of the '80s, they will be a declining factor in the food retailing mix by the end of the decade. These types of stores have strong negative connotations among the Achiever and Inner-Directed groups.

Warehouse stores, like the limited-assortment stores, appeal to the Need-Driven and Belonger people. Because these stores are located in older, recycled supermarkets, their customer base is the older or more traditional shoppers among the Need-Driven and Belongers. These types of retail food outlets should fare better than the limited-assortment stores over the decade of the '80s because of their broader selection of items.

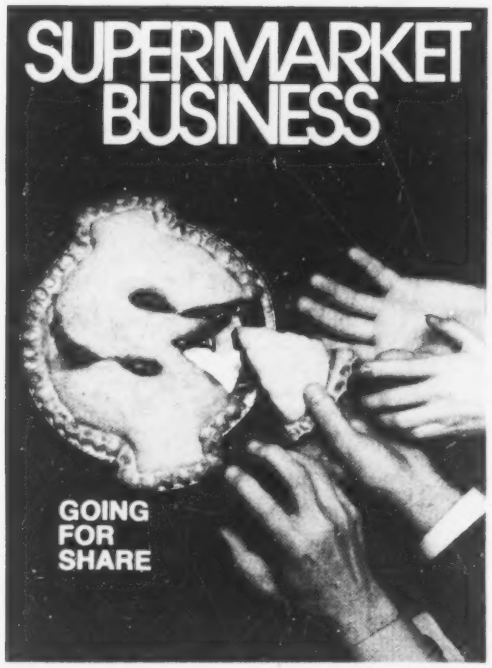
The conventional supermarket with its broad assortment of groceries and related products is the standard of grocery retailing formats. It has its strongest appeal to the Belonger group, which makes up much of Middle America. Because this group is going to decline slightly in terms of adult population (38% to 34%) over the next decade, the conventional supermarket may feel some negative effect. However, the supermarket will remain the dominant format in grocery retailing.

The super store, because of the great variety of items offered, appeals to all the lifestyles except the Belongers. This very broad base of support suggests good prospects for further growth. Belongers will be less attracted to super stores because they prefer to shop in smaller stores with which they are familiar (e.g., supermarkets, neighborhood stores). More specifically, because the Experiential and Societally Conscious lifestyles will increase in importance at a greater rate than the Need-Driven will decline, we should see a slight expansion of the super store format.

Combination stores offer most of the frequently purchased consumable

Continued on page 36

MUST READING



The *New* SUPERMARKET BUSINESS—fresh insight twelve months a year. The place for lively, perceptive coverage of important issues, trends and developments, brought to you by experienced and knowledgable supermarket trade journalists. You deserve your own copy of The *New* SUPERMARKET BUSINESS every month. Subscribe now—for yourself or an associate.

33rd ANNUAL CONSUMER EXPENDITURES STUDY

The industry's most utilized study on consumer buying trends in more than 450 food and non-food categories. Page-after-page of exclusive data on sales, tonnage, prices, leading categories, fastest gainers and biggest losers. Vital information you should have at your disposal.

Mail to: SUPERMARKET BUSINESS 25 W. 43 St. NY, NY 10036 Dept. C

____ Enter my one year subscription—$26.00
____ Send me the 33rd ANNUAL CONSUMERS EXPENDITURES STUDY—$10.00

Name _____

Company _____

Street _____

City _____ State _____ Zip _____

____ Check enclosed ____ Bill me

LIFESTYLES

Continued from page 22

and related convenience items, along with a wide array of general merchandise. They appeal, like the super stores, to all the consumer groups except Belongers and have a special appeal to the Need-Driven because discounted food prices are often used as traffic-builders. The growth of Experiential and Societally Conscious groups over the next decade should support expansion of this form of retailing. Another supportive factor is the inflow of European capital into U.S. grocery retailing: the combination store has proved highly successful in Europe.

Complete home-delivery operations appeal especially to affluent Achievers who are willing to pay for the convenience of home delivery. They might also appeal to nutrition-conscious Societally Conscious people if they develop a reputation for top quality. The upshot is a specialty market niche, and one that will probably expand a little in the years ahead.

Staple home-delivery operations show up as very negative in this analysis from the sociological perspective. The picture for 1990 does not seem any better. As far as we can ascertain, the combination of relatively low product quality, limited selection, and relatively high cost is too negative to overcome the appeal of home delivery.

Neighborhood stores have powerful appeal to the massive Belonger group and also offer enough convenience to prevent negative ratings by any group, despite middling quality, limited selection, and high costs. Over time the popularity of neighborhood stores may decline, but we think the trend will be minor.

Specialty stores appear to us to be a very advantageous position. They have great appeal to Achievers and the two Inner-Directed groups. These are, in general, the lifestyles expected to expand in the years ahead, so that by 1990 specialty stores should be considerably more popular than they are today.

Convenience stores are, although to a much lesser degree, responsive to the same favorable lifestyles that specialty stores are. This means that they are likely to be increasingly patronized over the years, moving from a generally negative position today to a positive one in 1990.

The foregoing observations reflect the "most likely" scenario. A more prosperous future would be most beneficial to complete home-delivery stores and specialty stores. A less prosperous future for the U.S. would accent limited-assortment stores, warehouse stores, and conventional supermarkets, super stores, and combination stores able to offer low-cost goods.

Comparison of the two approaches

Reassuringly, the broad pattern of conclusions from the two approaches is the same. Ranking of the "net" figures for trends with the 1990 "total" figures for lifestyles are compared. (See Table.)

The two approaches Trends agree on high rankings for four of the top five and four of the bottom five—although not in the exact sequence. The areas of greatest difference are super stores, complete home-delivery, and neighborhood stores: the first seems materially more attractive on the basis of trends and the latter two seem more attractive on the basis of lifestyles. The absolute magnitude of the scores in the two approaches is not thought to be significant, being more an artifact of the number of factors involved than the degree of attractiveness of the retail format. It probably is true that the general agreement of rankings from the two approaches suggests a higher degree of certainty of findings than results from either approach alone. ■

ADDENDUM TO NOVEMBER EQUIPMENT DIRECTORY

Almor Corp.
1300 Hilton
Ferndale, Mich. 48220/313-399-3320
Electronic, UPC scanner checkouts, shelving

Ampco Sign Co.
P.O. Box 387
Benicia, Calif. 94510/707-745-4838
Electronic signs and point-of-purchase displays

Blue Giant Equipment Corp.
310 Creekside Drive
Tonawanda, N.Y. 14150/716-691-3771
Loading docks, materials handling equipment (store or warehouse)

Commodore Industries
P.O. Box 1688, 1037 Lower Brownsville Road
Jackson, Tenn. 38301/901-423-1340
Energy management systems, refrigerated display cases, store decor checkout counters, exterior signs, refrigeration systems, miscellaneous store fixtures

Co-Poly Ex Corp.
1440 Holmes Road
Elgin, Ill. 60120/312-695-3100
Grocery bags, trash bags, packaging film

Datacash Systems Inc.
1266 Turner St.
P.O. Box 5689
Clearwater, Fla. 33518/813-441-3585
Electronic checkouts, cash registers and UPC scanners

Displaymor Mfg. Co., Inc.
366 W. 132 St.
Los Angeles, Calif 90061/312-323-5223
Self-contained merchandisers or medium temperature products

Diebold, Incorporated
818 Mulberry Road SE
Canton, Ohio 44711/216-489-4196
Safes, alarms, closed circuit television security systems, check cashing and money handling systems

Durham Protective Services, Co.
P.O. Box 128
Joppa, Mass. 21085/301-679-2121
Burglar and fire alarms, security equipment and services

Horton Automatics
Div. of Overhead Door Corp.
675 LBJ
Dallas, Tex. 75240/214-233-6611
Automatic doors and operators

International Baler Corp.
540 Rio Grande Ave.
Jacksonville, Fla. 32205/800-874-8328
Balers, shredders, waste systems

McQuay-Perfex, Inc.
13600 Ind. Park Blvd.
Minneapolis, Minn. 55441/612-553-5330
Heating, ventilation and air conditioning systems

Omron Electronics
Retail Systems Division
650 Woodfield Drive
Schaumburg, Ill 60195/312-843-7900
Electronic cash registers

Photoscope Corp.
320 West Ohio St.
Chicago, Ill. 50510/312-787-5200
Cameras for check cashing and security systems

Reid, John E. and Associates
233 N. Michigan Ave.
Chicago, Ill. 60601/312-938-9200
Polygraph examinations, behaviorial interviews, college of polygraph, school of interrogation, security sysems, paper and pencil honesty tests

Sola, a unit of
General Signal
1717 Busse Road
Elk Grove Village, Ill. 60007/312-439-2800
Energy management and control systems

Seco Products
McGraw-Edison Co.
4560 Gustine Ave.
St. Louis, Mo. 63116/314-481-0660
Work tables, shelving and utility food carts

Busy Produce, Meat or Deli Depts.—
NOW SAVE THE COST OF ONE LABEL PRINTER...
SPECIFY NBI DIGI RETAIL SCALE SYSTEMS
ONE LABEL PRINTER DOES THE WORK OF TWO. Shown is our DP-9100 label printer hooked up to two of our new unbeatable 6030DX "Profit Protectors." Together this system does the work of two scales and two printers, yet you can save more than $1,000. Our state-of-the-art scales are revolutionizing profit opportunities for specialty departments. 21 programmable keys allow you to preset commodity prices — a tremendous time and labor saver. NO OTHER SCALE HAS IT.
OUR SUPERD 9100 PRINTER sets the pace for all others. It has four memory banks, easy-in, easy-out commodity slugs, can be used for prepak when the store isn't busy and for bulk during normal traffic hours.
FREE BROCHURE
Ask for a dealer demonstration or send for our new brochure "One Label Printer Does the Work of Two." You can't beat the system. (Ours!) And you're always WEIGH AHEAD WITH NBI DIGI. New Brunswick International, Inc., 5 Greek Lane, Edison, New Jersey 08817.
NBI
NBI RETAIL SCALE SYSTEMS

PROMOTIONAL JOUSTING INTENSIFIES AS PET FOODS PROLIFERATE

MANUFACTURERS, INTENT ON SOLIDIFYING THEIR FOOTHOLD HAVE INTRODUCED NEW PRODUCTS, PROMOTION GEARED TO EVER MORE PRICE CONSCIOUS SHOPPERS.

BY ALLEN R. MUNDTH, CONTRIBUTING EDITOR

Jousting between makers of dry and canned pet food will continue well into 1981, from all indications.

Pleased with their continued success in the rapidly growing pet food industry, makers of several dry food varieties tightened their market hold late in 1980 with the introduction of new products, new allowances and bonus packs.

In many regions makers of highly touted national brands of dry dog and cat food have added one to five pounds to their packages without increasing the price, attempting to appeal to today's more and more price- and value-conscious shopper.

But after watching sales slump for several quarters, makers of canned pet foods are fighting back harder, often with reduced prices and special incentive allowances of their own.

"Canned food people are not going to let the dry folks get away with this for very long," said the buyer for a major East Coast chain headquartered in Connecticut. "Already we're seeing reductions on base prices (for canned food items) to a low-base price. Then they're dealing on top of that," the buyer told SUPERMARKET BUSINESS.

Product proliferate

Throughout the country, buyers have noted the feverish pace at which more and more companies, including producers of generic pet foods, are attempting to squeeze more out of an already-crowded market.

The result, of course, has put the squeeze on grocery wholesalers and supermarket retailers who, faced with enticing offers on new and existing products, must find more and more space to store and display the non-stop product parade.

"The allowances are getting larger and larger all the time," said Mark Lewis, buyer for the 184-store American-Strevell, Inc. chain in Boise, Idaho. "And the bonus pack, which Ralston, Carnation and others have introduced, has been very successful, especially out here where people tend to have large dogs or numerous cats.

"Consumers like the bonus pack because it's clear they're getting more product for less money. We like it because it pushes the product so we don't have to."

The bonus packs have also caught on in other areas of the country.

"They seem to be working quite well," said the buyer for a major Denver chain. "Consumers have accepted them with enthusiasm, and realizing their value to the customers, we of course have accepted them, too. You can generate an awful lot of extra business just by putting more product in the bag," he said.

Shelves squeezed to capacity

The advent of the bonus pack, combined with the profileration of new product introductions since July, has many storerooms and supermarket shelves squeezed to capacity, buyers say.

On the plus side, new pet food intros are now so frequent, numerous and competitive that "fall out" of slow-moving products occurs with scarcely a ripple.

Most buyers said expanded shelf space for pet foods is more often a dream than a reality.

"Our stores average 66 to 72 feet of shelf for pet foods now, but I'd need to increase that to at least 90 feet to do justice to this category," the Connecticut buyer said. Although some stores have expanded space to accommodate the flood of products, most are weeding out slow-movers as manufacturers introduce new products.

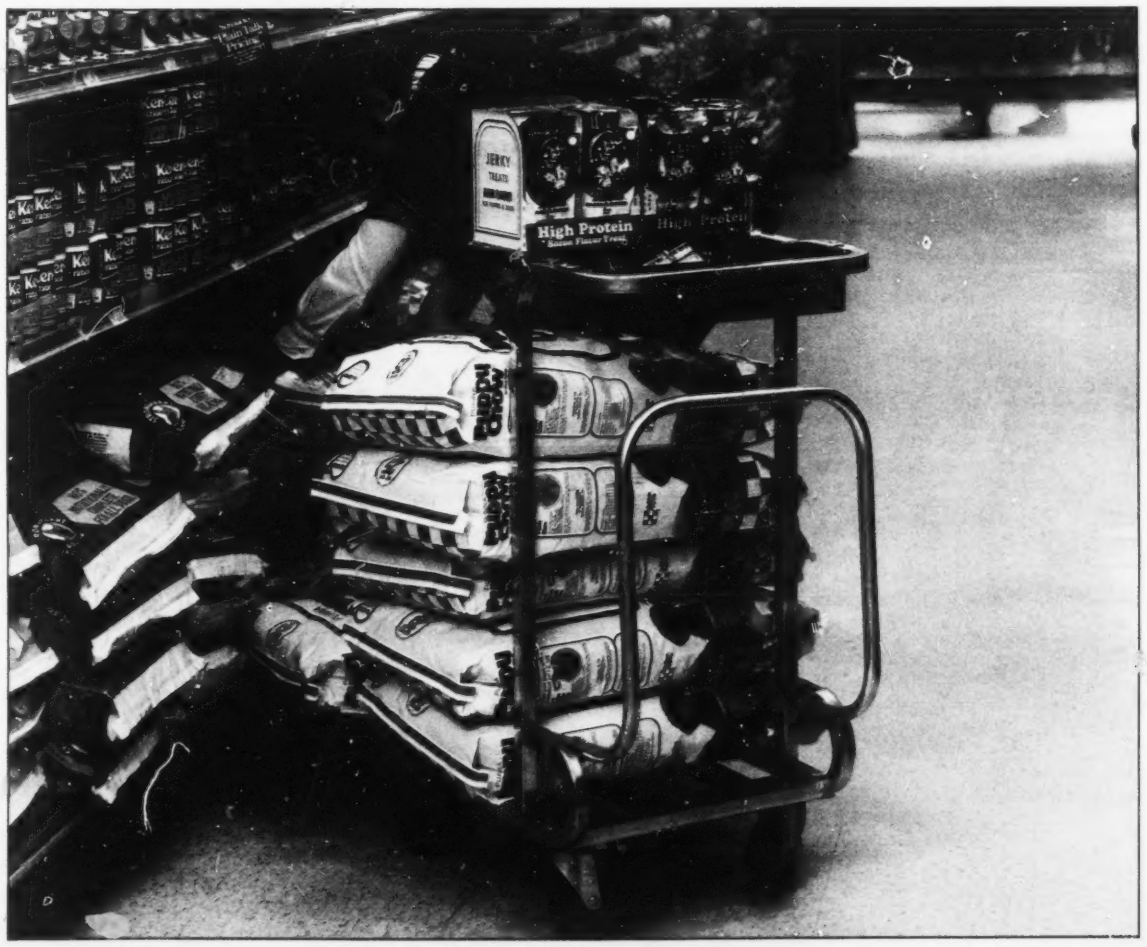
Enticing offers

"It causes some problem with space allocation," the Denver buyer said about the rate of new product introductions. "But it's become such a competitive business in terms of advertising, and there are so many brands on the market, that there is usually room for us to drop some items."

Most buyers say they are coping with the inadequate amount of storage and display space for pet foods. With consumers constantly bombarded with broadbased promotional support, buyers say they can't afford to refuse many of the new or revised products being offered by national manufacturers.

"There has been a tremendous number of new dry food introductions in the past six months," said the buyer for a large south Florida chain. "And when you consider the name behind them, the T.V. advertising, newspaper coverage and couponing that they provide, we'd be foolish not to take them."

Jerry Kemps, buyer for the 315-store S.M. Flickinger Co. in Buffalo, New York, speculates that more and more companies, through national advertising, are trying to educate pet owners about animal nutrition.



Educational process

"There seems to be an educational process going on, and for many of the manufacturers, it has paid off. We've seen more and more of our customers switch over to dry foods, for both dogs and cats," Kemps said. "Many people seem to be concerned about protein, fitness and their pet's overall health."

Generics, of course, are continuing their rapid rise.

"We don't promote the generics, but they are doing very well, especially the larger bags of dry dog food," Kemps said. Kemps also explained the growth of dry in general: Customers find it more convenient to feed their pets dry foods, which are odorless, easier to portion and often result in less waste, he said.

Dry foods popular

In ever-increasing numbers, pet owners are turning away from more costly canned or moist products to cheaper dry food lines.

Exceptions, of course, are persons especially concerned about their pet's health, or those who associate status with pet ownership. They often pay extra to make sure their pets' taste buds and nutritional needs are satisfied.

However, the pet food boom also stems from a decade of social changes that have spelled everything but relief for the grocery industry.

The trend to smaller families, more eating out, less in-home food preparation, more working wives and the changing ideal body concept have had a positive influence on pet food sales, observes William Stiritz, vice president of Ralston Purina's grocery products division.

"It's true that pets have become more important companions in smaller families. And eating out has cut into table scrap availability," Stiritz said.

The phenomenon has forced many major food conglomerates like Ralston Purina, Quaker Oats, Carnation, and General Foods to reallocate resources from low-growth grocery items to high-growth items including pet foods, he adds.

While dry foods, for both dogs and cats, appear to be leading the pet food pack, canned and semi-moist products, especially premium brands, are holding up well, most buyers said.

"Canned foods are stable, but dry sales are increasing every year, perhaps because more and more people are moving into this area," Idaho buyer Lewis said.

Product specialization

Buyers are also seeing more and more product specialization as manufacturers attempt to expand or tighten their share of the market.

More and more often, there are bones, biscuits, wafers and chews for three sizes of pets (small, medium and large); three ages of pets (puppy, junior and senior); and an assortment of items reflecting the varying nutritional needs of different dogs.

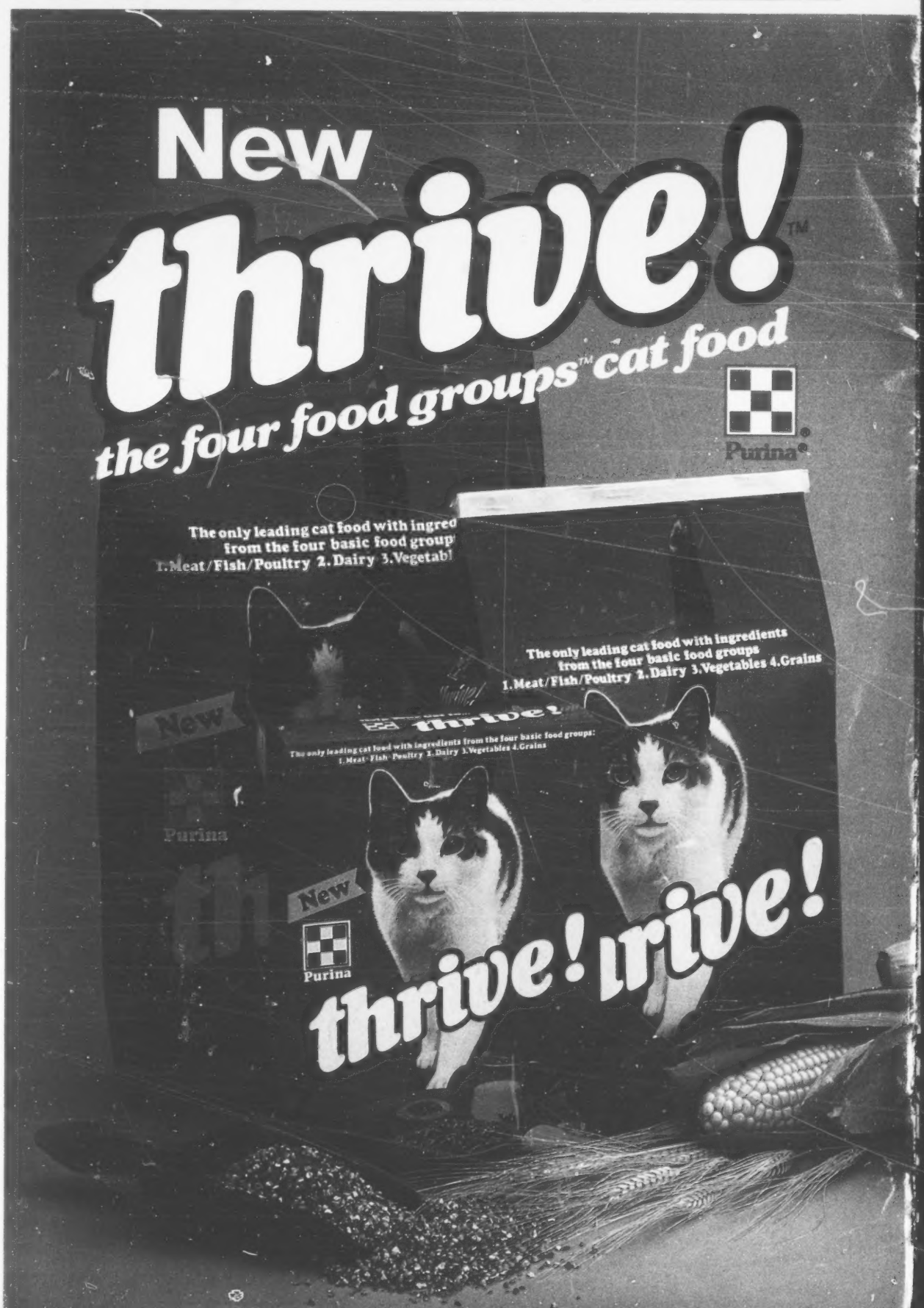
"They're doing everything they can to come up with something new and unique," said a West Coast buyer in Los Angeles. "Not only are they changing sizes, but they're changing ingredient formulas, marketing approaches and advertising efforts. For the size of the category, we're seeing an awful lot of activity out there."

Another buyer said the continued upswing in pet food sales probably reflects the growing number of pet owners in America.

"Our pet food sales just grow and grow and grow," the Connecticut buyer said. "Apparently, there are just more and more animals out there all the time." ■

Retail Dollar Sales (millions) through U.S. retail food stores

Type	1979	1978	1977	1976
Dog food, dry	1245.4	1099.8	999.0	903.0
Dog food, wet/specialty	499.3	472.9	437.0	415.0
Dog food, maintenance	235.8	240.5	248.0	252.0
Dog food, semi-moist	313.0	308.7	319.0	312.0
Dog food, treats	152.6	126.4	110.0	94.1
Cat food, dry	375.6	320.2	288.0	249.0
Cat food, wet/specialty	484.9	444.1	406.0	385.0
Cat food, maintenance	79.8	76.0	75.6	81.3
Cat food, semi-moist	147.7	145.5	137.0	117.0
TOTALS	3534.1	3234.1	3019.6	2808.4



Retail Pound Sales (millions) through U.S. retail food stores

Type	1979	1978	1977	1976
Dog food, dry	4412.0	4164.3	3881.4	3675.4
Dog food, wet/specialty	1141.4	1128.8	1080.1	1060.6
Dog food, maintenance	922.4	1004.3	1098.7	1183.7
Dog food, semi-moist	469.4	496.7	537.6	538.8
Dog food, treats	204.1	183.9	178.0	165.7
Cat food, dry	694.0	646.3	596.8	549.4
Cat food, wet/specialty	266.1	271.2	293.6	334.2
Cat food, maintenance	706.5	677.4	650.0	655.3
Cat food, semi-moist	147.9	157.1	149.2	127.4
TOTALS	**8963.8**	**8730.0**	**8465.4**	**8290.5**

Help yourself to the cat food 93% of cat owners said they'd buy.

■ 93% of cat owners tested said they'd buy Thrive. This is the highest purchase intent score ever achieved by any new pet food—dog or cat—in Purina history!

■ New Thrive is the only leading cat food with ingredients from all four basic food groups and is 100% complete and balanced to give cats nutrition at its best in a great tasting cat food.

■ New Thrive is being introduced in 3 sizes so you can profit from its main meal appeal by giving size-loyal feeders the size they prefer immediately—18 oz. box, 3½ lb. bag and 7 lb. bag.

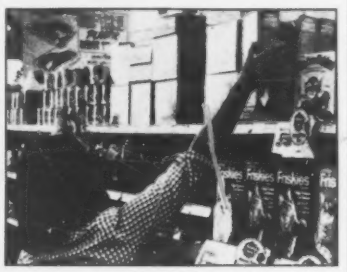
■ New Thrive will be sold to your customers with the most extensive advertising and consumer promotion programs in Purina's cat food history. Including over 350 million coupons in the first year alone—more than 15 money-saving coupons for every cat owner in America.

■ New Thrive offers you a unique 3-month, 3-phase deal program to give you sufficient time to buy product, cut it onto the retail shelf and profit while consumer advertising and promotion pressure is at its peak.

Help yourself to profit.

Help yourself to Thrive!

PEOPLE & PETS: MORE & MORE, THE U.S. FAMILY OF FOUR?



More singles, couples and families than ever are adding pets to their households, a recent study by the American Pet Food Institute (PFI) shows.

According to the PFI survey, approximately 55 percent of all U.S. households own—and feed—either a dog or cat, or both. Of that number, about 33 percent own one or more dogs and 12 percent own one or more cats. Approximately 10 percent of the persons surveyed owned at least one dog and one cat.

In 1976, the total estimated family-owned dog population in the U.S. was estimated at 41.3 million animals. The total family-owned cat population in 1976 was estimated at 32.1 million animals. (The PFI is currently updating its national pet census.)

The PFI survey also showed that 20 percent of the persons questioned expected to acquire a dog or cat sometime in the future. Of that number, 80 percent planned on getting a dog; 23 percent said they would prefer a cat.

Most survey respondents said they wanted a pet as a companion for their children.

While some research suggests the number of pet owners in America is stabilizing, psychologists such as Samuel Corson, Ph.D. at Ohio State University, have found that pets will continue to become important companions in our increasingly stressful society.

The latest American Kennel Club (AKC) registrations of dogs and litters seem to support those findings.

During September and October, 1980, the two most recent months for which figures are available, new registrations of dogs and litters edged slightly upward. Dog registrations in September, 1980, totaled 90,000; up sharply from the 77,550 registered in September, 1979. Dog registrations in October, 1980 totaled 88,400 animals, up also from the 88,150 registered in October, 1979.

Registrations for new litters are also on the upswing, according to AKC records. Litter registrations in September were 32,600 compared to 32,050 a year ago; October litter registrations totaled 32,300 compared to 29,700 a year ago.

The figures are for purebred dogs only and do not reflect the millions of unregistered pets throughout the country. Because few cat owners obtain their pets from registered breeders, accurate estimates on the nation's cat population are not easily obtained.

However, the trend toward smaller families and living quarters is expected to boost interest in cat ownership and cat food consumption—in the future. ■

PHOTOGRAPH ON PAGE 37 COURTESY OF HUSSMAN REFRIGERATION

NOTE

ONLY THE FOLLOWING PAGES OF THIS

PUBLICATION HAVE BEEN FILMED

Cover 1, p. 3, 10-13.